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v 212.
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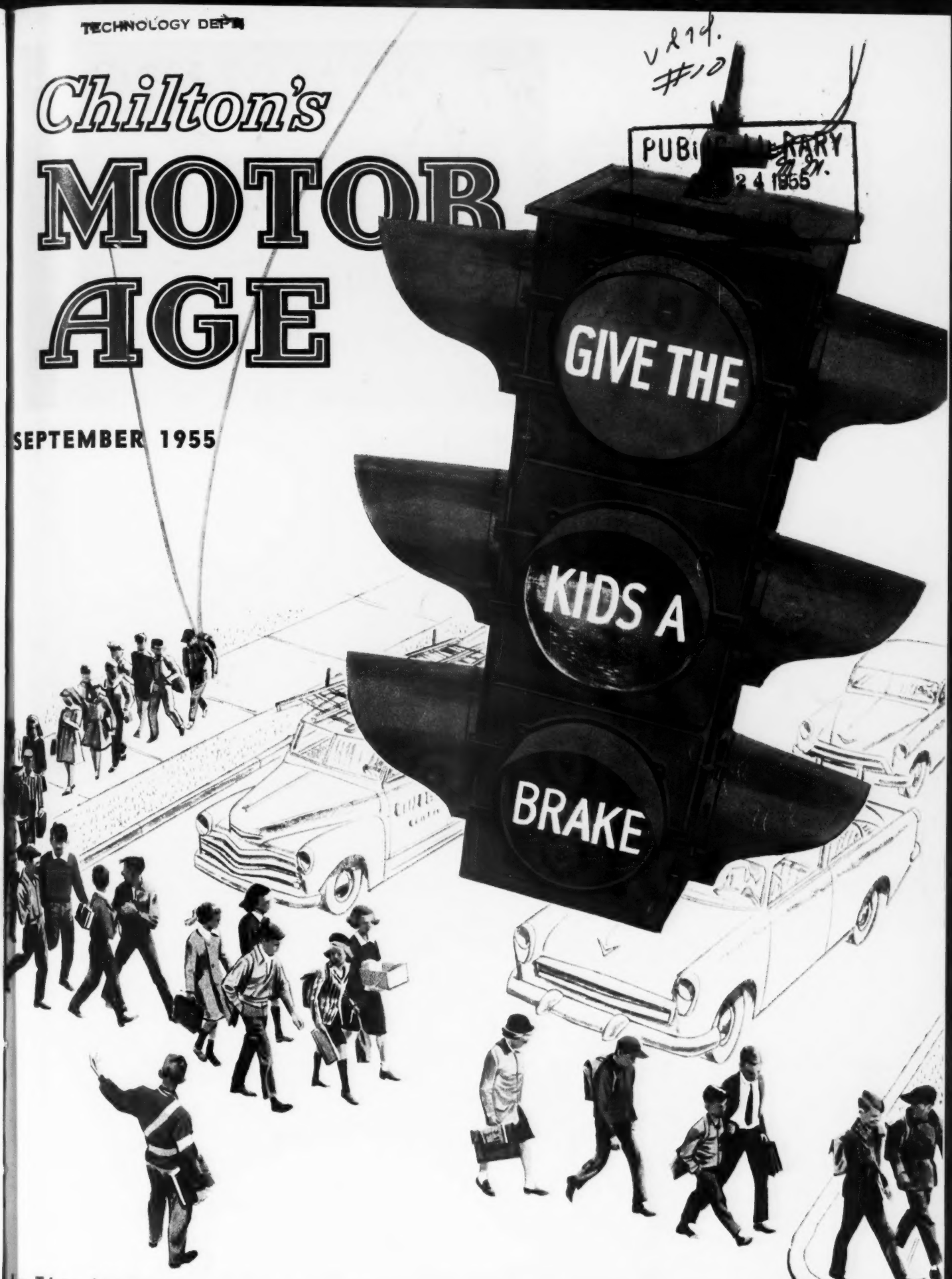
Chilton's MOTOR AGE

SEPTEMBER 1955

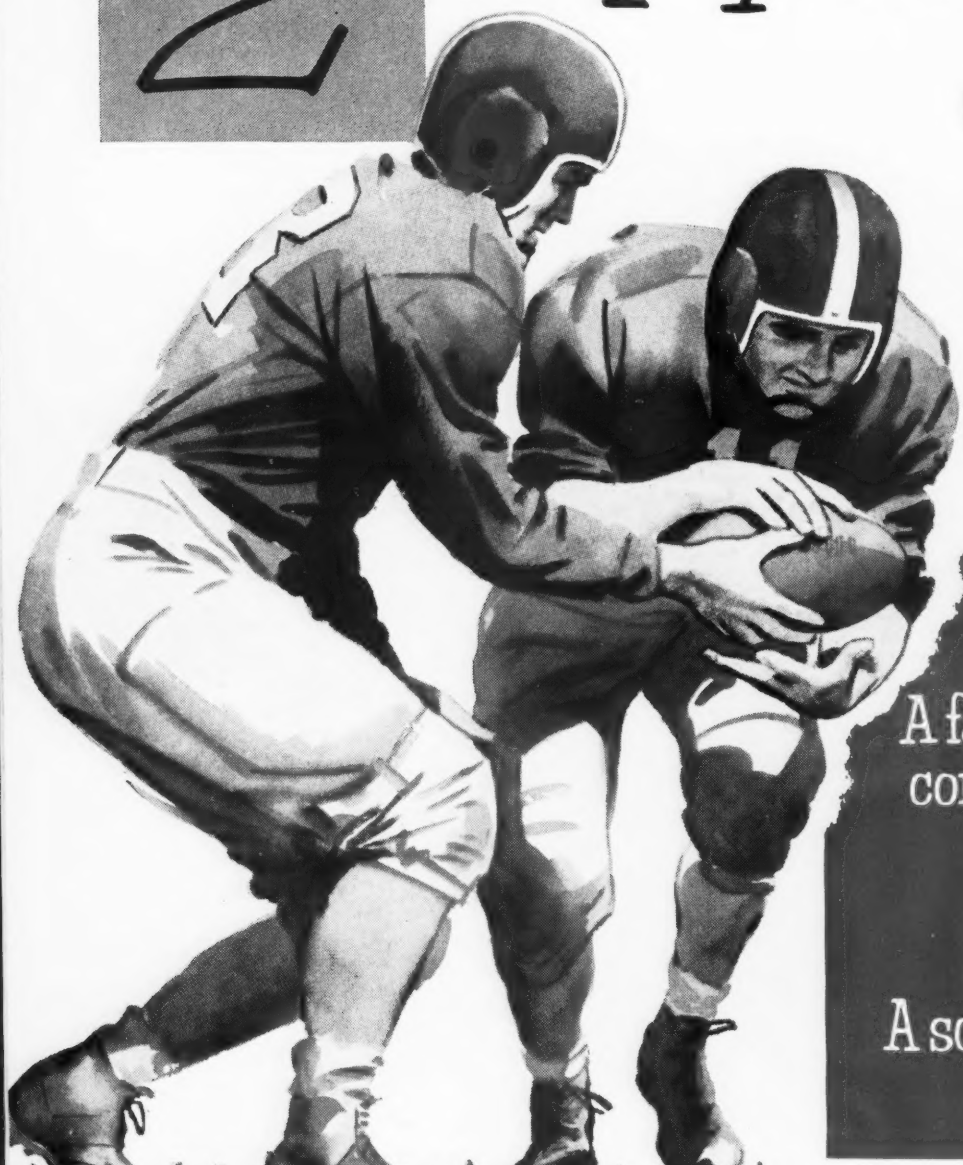


In This Issue:

New Styling for 1956 Lincoln

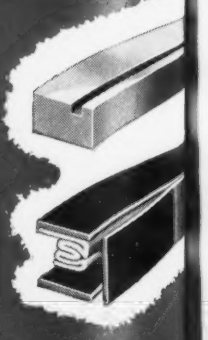
2 Top performers

combined in the same ring set!



1 A fast seating compression ring

2 A soft pressure oil ring



❶ The Hastings torsional is a compression ring that seats *right now.* Its torsional action brings it into a quick seat and perfect wall bearing in any cylinder—tapered, out-of-round or re-bored.

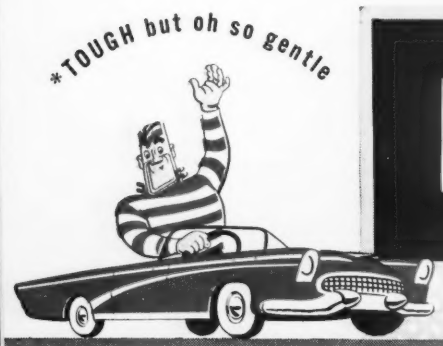
❷ The Hastings Steel-Vent is an oil ring that stops oil-pumping immediately. It's a *soft pressure* ring with the light inner-spring developed by Hastings. It delivers the extra lubrication that older engines must have—and with complete oil control and economy.

Here are two *top performers* in the same "Motor Engineered" set . . . built by replacement ring specialists.

You don't get come-backs due to cylinder scuffing and slow-seating when you install Hastings Steel-Vent sets. You get positive, quick performance that makes car owners happy.

HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN • HASTINGS LTD., TORONTO

Piston Rings, Casite, Oil Filters, Spark Plugs, Wear Reducer



HASTINGS

STEEL-VENT PISTON RINGS

Regular or Chrome-Faced

***Tough on oil-pumping . . . Gentle on cylinder walls**

BIGGEST, MOST PROFITABLE PERMATEX DEAL EVER!

THIS LUXURIOUS CHATHAM BLANKET

YOURS FREE

Warm, soft, luxurious, these Chatham blankets are double-bed size—a nylon-rayon blend in beautiful new decorator colors. You'll be proud to have one in your home.

with the purchase of any **4 cases** of these fast-moving

PERMATEX Cooling System Products

No. 77L Cooling System Cleaner and Conditioner

No other product like it—a complete cooling system service in one package. Cleaner (in top of can) cleans out rust and scale—dissolves oil and grease. Conditioner (in bottom) stops rust reforming—stops leaks and seepage. Quick and easy to use—one less flush than with other products.

No. 38M Water Pump Lubricant and Radiator Anti-Rust

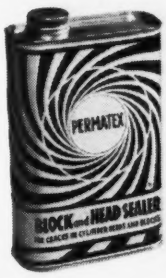
Here's a "must" for every cooling system job. One can in the radiator affords full protection. Lubricates water pump parts—eliminates noise—reduces wear—prevents further rust and scale deposits.

No. 18E Heavy Duty Radiator Cleaner

A liquid cleaner for badly neglected cooling systems. Quickly dissolves rust, scale, lime—completely restores radiator circulation.

No. 76M Radiator Sealer (liquid)

Stops leaks and seepage in radiators, pump connections, and water jackets. Compatible with all anti-freezes.



No. 40D Block and Head Sealer

Effectively seals cylinder cracks, split valve seats and parts, and cracks in water jackets and cylinder heads.

Nationally advertised in THE SATURDAY EVENING POST, POPULAR SCIENCE and POPULAR MECHANICS

Order from your jobber, or write to Permatex, giving jobber's name, now!

PERMATEX COMPANY, INC., BROOKLYN 35, N. Y. • KANSAS CITY 15, KANS.

PERMATEX

More Than 50 Chemical Products for Better Automotive Maintenance

TV is just one of the major advertising and promotion mediums used to build business for Texaco Dealers and Texaco Products. In addition — *radio, newspapers, magazines, billboards, station display material* and *direct mail* — year in, year out — reach millions of car owners, keep old customers coming back, make new customers. *No wonder TEXACO DEALERS are such busy dealers!*

TEXACO REG. T.M.

THE TEXAS COMPANY

Chilton's MOTOR AGE

WITH WHICH IS COMBINED AUTOMOBILE TRADE JOURNAL

Reg. U. S. Pat. Off.

For THE AUTOMOTIVE SERVICE INDUSTRY

LXXIV, No. 10 **September, 1955**

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CHILTON COMPANY (INC.)
Executive Offices
Chestnut & 56th Streets, Philadelphia 39, Pa., U. S. A.

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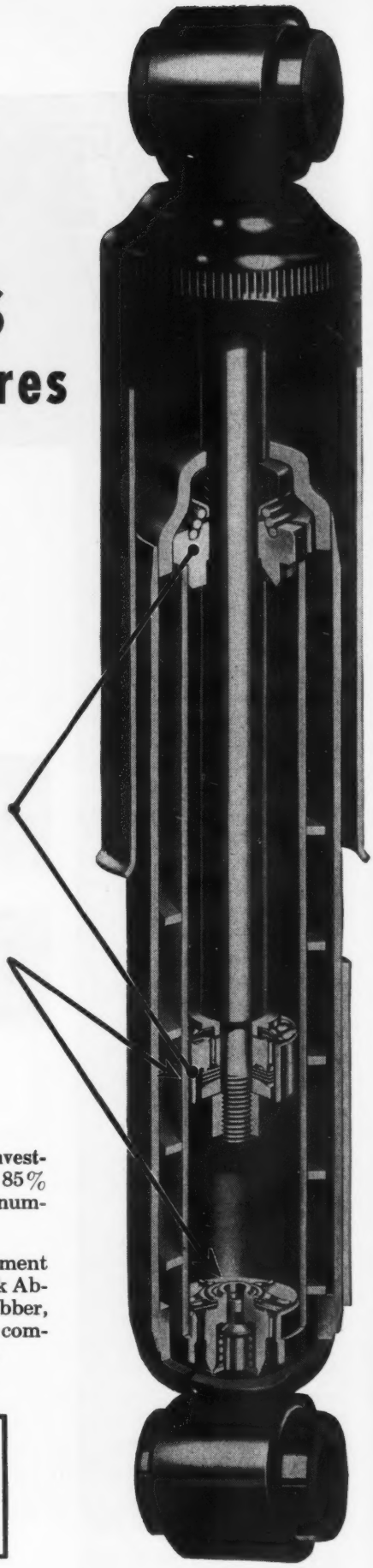
MOTOR AGE, Vol. LXXIV, No. 10. Published monthly by Chilton Co., Chestnut & 56th Sts., Phila. 39, Pa. Entered as Second Class Matter December 27, 1965, at the Post Office at Philadelphia, Pa.; Under the Act of Congress of March 3, 1879. Subscription price: United States, United States Possessions, $4.00 for one year; $7.00 for two years. Canadian, Foreign $5.00 per year; single copies, 40 cents.

How new MOOG *Gusher-Action* SHOCK ABSORBERS end premature shock failures



BEARING SURFACES AND VALVES in Shock Absorbers are subject to severe abuse and wear—even under *normal* driving conditions.

Long before these vulnerable parts fail completely, worn bearings and valves affect steering, safety and comfort.

Two exclusive Moog features eliminate weaknesses often responsible for early failures in other Shock Absorbers:

GUSHER-BEARINGS contain millions of tiny pores . . . "breathe" lubricating oil at wear surfaces inside Moog *Gusher-Action* Shock Absorbers . . . for longer life!

METER-ACTION VALVES automatically regulate the flow of fluid in Moog *Gusher-Action* Shock Absorbers to compensate for load and road . . . for smoother ride!

Here's the Product and Program from the Chassis Parts Leader — MOOG!

Dramatic "Gusher-Bearings" and "Meter-Action Valves" set new standard for Shock Absorber performance . . . featured on the carton to bring you extra volume—extra profits!

Power-Packed Merchandising Program . . . greater than the highly successful Moog "Gusher-Bearing" Tie Rod End Promotion!

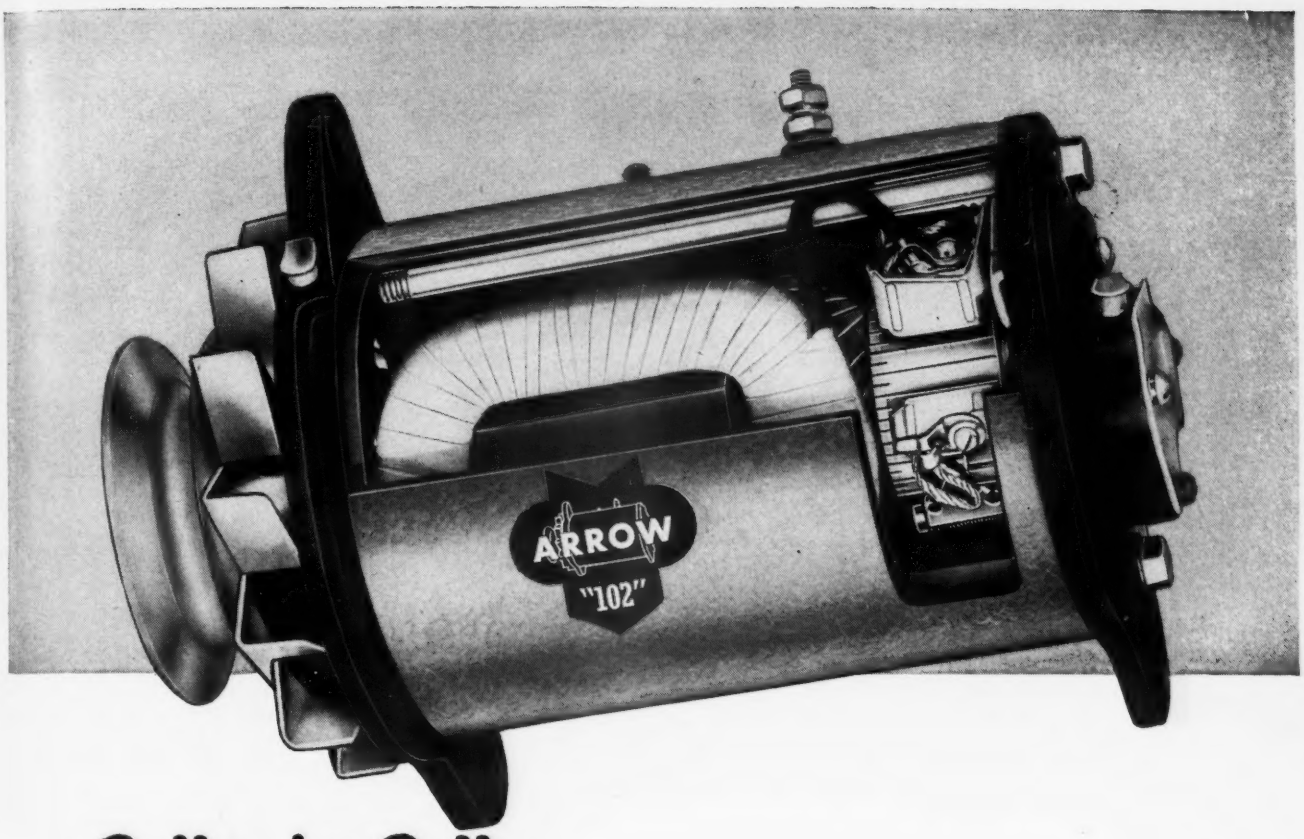
Full Coverage with Minimum Investment . . . five numbers cover 85% of your market . . . just 24 numbers in entire line.

Order the fast-moving assortment of Moog *Gusher-Action* Shock Absorbers from your Moog Jobber, headquarters for the most complete line of Chassis Parts.

GUARANTEED
FOR 15,000 MILES OR 1 YEAR
No stronger guarantee is provided in the industry because you can't buy finer Shock Absorbers than Moog *Gusher-Action!*

MOOG
A GREAT NAME IN AUTOMOTIVE MAINTENANCE

MOOG INDUSTRIES, INC.
ST. LOUIS 14, MO.
GHQ for Chassis and Suspension Parts



Dollar for Dollar

ARROW GIVES YOU MORE...

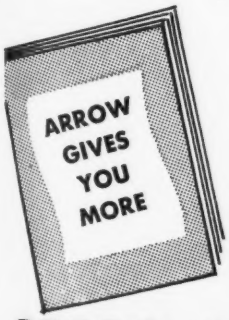
THE FINEST REBUILT GENERATORS

- For every passenger car and light truck
- More carefully made than the parts they replace
- Tested and proved on more than 2,000,000 cars

MORE SALES AND EXTRA PROFITS

- Arrow merchandising helps you make more sales of Arrow products and other related parts
- Arrow Stocking Dealers make *extra* profits

. . . and your profit is protected by a one-year guarantee



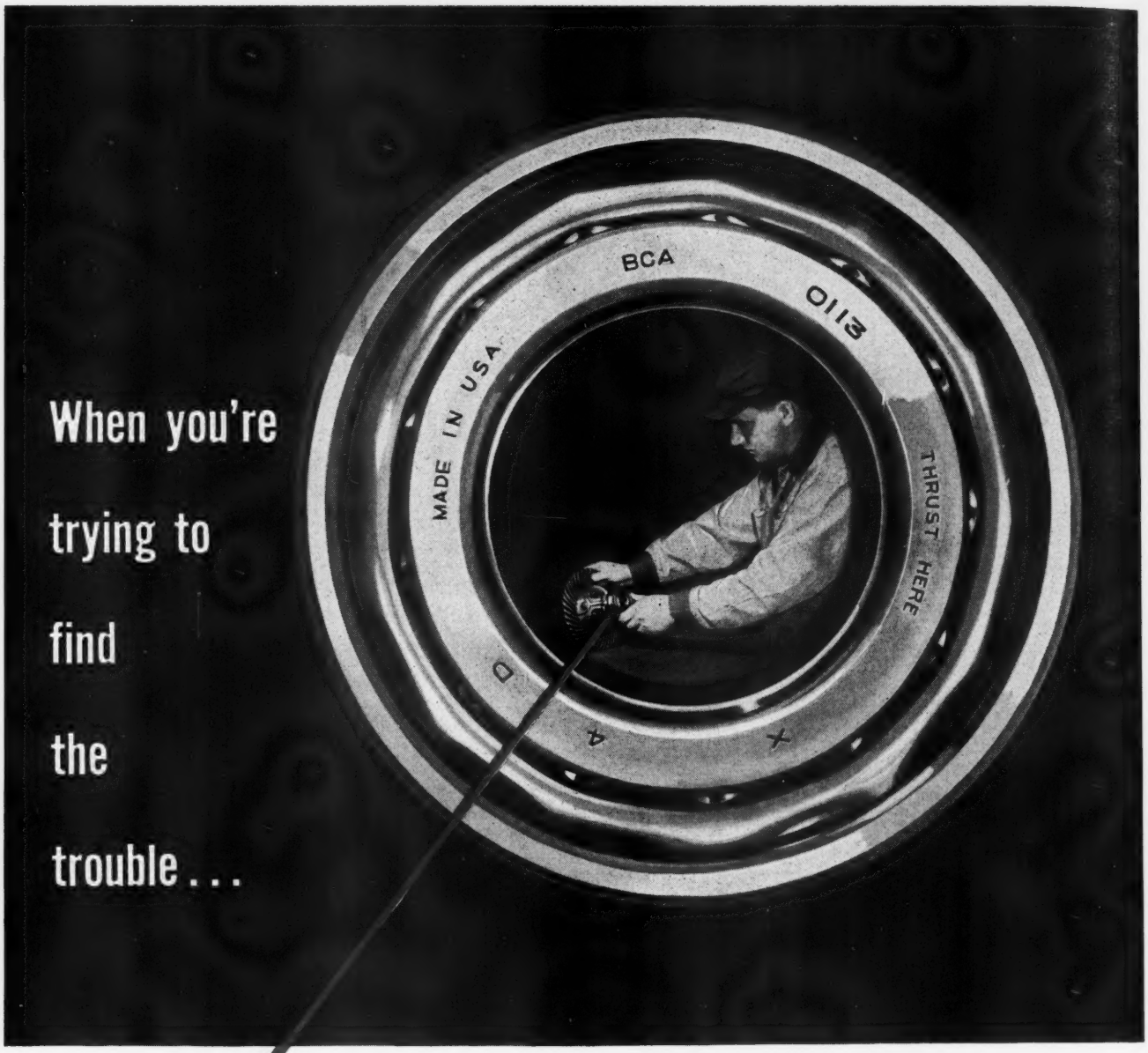
This Booklet tells how YOU can get MORE Sales MORE Profits

Send for it!

ARROW ARMATURES CO.
BOSTON, MASS. & SPARTANBURG, S. C.

Popular 7-Generator Stock covers 85% of all replacement sales.

Ask your Arrow Jobber how you can make EXTRA PROFITS as an Arrow Stocking Dealer. Write for the name of the nearest Arrow Jobber.



Get this useful BCA Trouble Shooter's Guide. Ask your BCA—Federal-Mogul jobber for a copy. Or write us. It's free.

CHECK THE BEARINGS, TOO

Weird howl in the rear end? Strange knocks and clicks? Frequently, you'll find a worn or loose differential bearing is to blame.

This new Trouble Shooter's Guide helps trace many hard-to-locate differential, wheel, generator, transmission, and clutch troubles to worn or defective bearings. Helps you win and hold customers.

THE RIGHT AUTOMOTIVE REPLACEMENT BEARINGS ARE EASIER TO INSTALL

BCA ball bearings are designed for automotive replacement service. They're not nearly right—they're exactly right. And your BCA—Federal-Mogul jobber knows automotive bearings—knows your problems—speaks your language.

A BEARING FEDERAL Mogul SERVICE Product

Federal-Mogul Service
(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN

BCA

"See For Yourself How LION Nōkōrōde UNDERCAR SEALER AND SILENCER

✓ **Sprays on Quicker**

✓ **Saves Time, Trouble, Money!"**

50% More Undercoating Jobs from Every Drum

Check these facts, and you'll quickly see how Lion Nokorode Undercar Sealer and Silencer can build *extra* profits for you. Nokorode . . .

- **Is sprayed on thinner (1/16")**
- **Dries faster**
- **Lasts longer**
- **Goes farther**
- **Is *concentrated***
- **Is preferred by spray men, because both application and clean-up are easier**
- **Is guaranteed by Lion Oil Company**

Made under the process of U. S. Patent No. 2393774, and made from start to finish by Lion Oil Company. Send for complete details NOW!

LION OIL COMPANY
EL DORADO, ARKANSAS

LION

Lion Oil Company
Dept. MA-1
El Dorado, Arkansas

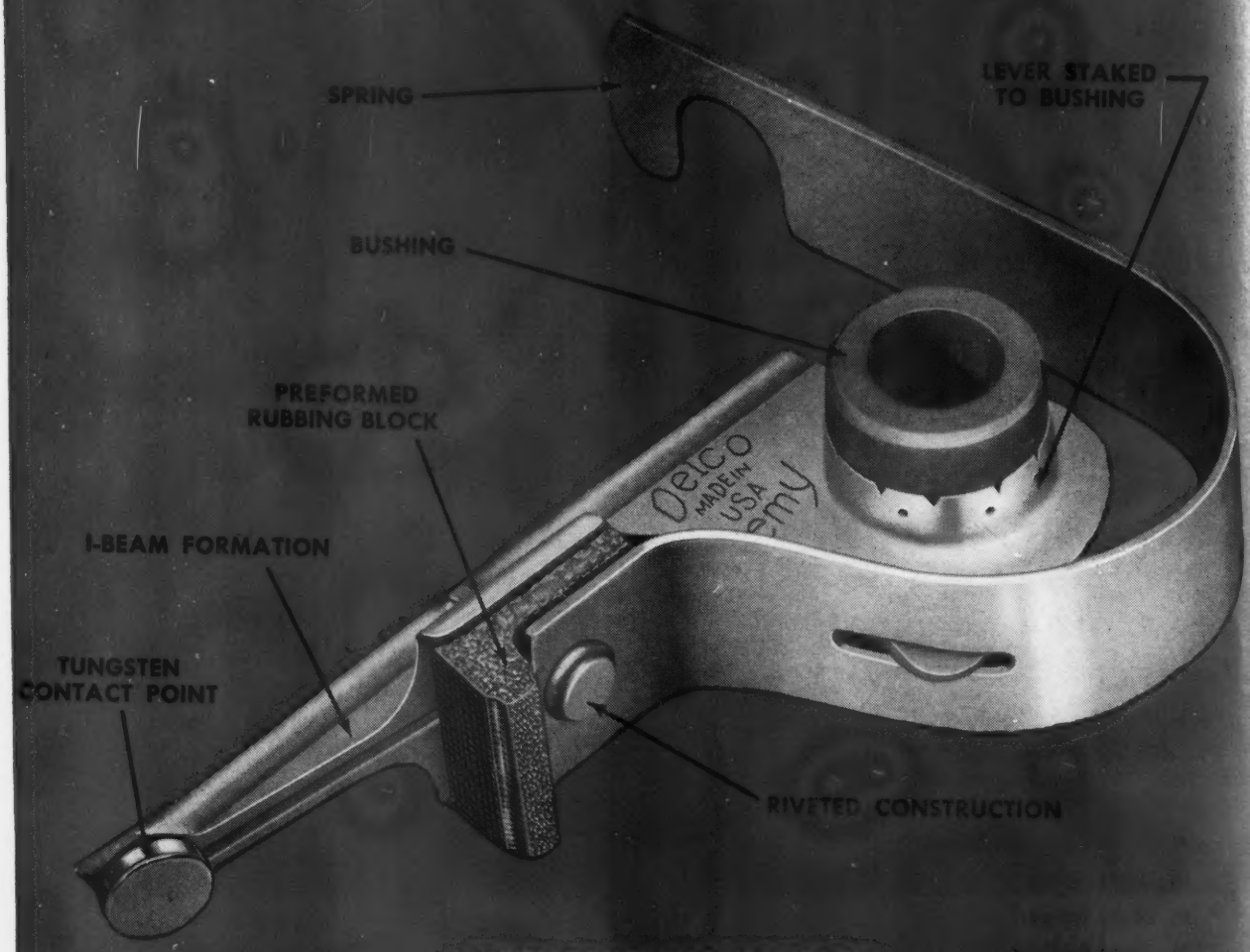
Please send me complete information about Lion Nokorode, and how it can increase underbody coating profits. No obligation, of course.

Name_____

Street_____

City_____ State_____

Top Performance



CONTACT SUPPORTS

A GENERAL MOTORS PRODUCT — A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

Makes 'Em Top Sellers

HERE ARE SIX FEATURES THAT MAKE DELCO-REMY FAST-ACTING BREAKER LEVERS THE RIGHT BREAKER LEVERS FOR REPLACEMENT USE IN LATE MODEL DELCO-REMY DISTRIBUTORS.

New Delco-Remy distributors meet the ignition needs of modern higher compression engines for these two important reasons:

- The new high-rate-of-break cam used in these distributors—because of its steeper contour—permits an increase in the cam angle without reducing the point opening.
- Delco-Remy fast-acting breaker levers, with their carefully engineered weight distribution, follow *accurately* the steeper contour of the new cams.

And here are the features that make Delco-Remy fast-acting breaker levers the *right* breaker levers for this job in millions of late-model Delco-Remy equipped cars and trucks.

1. **I-beam formation for lever strength, rigidity and durability with minimum weight.**
2. **Austempered spring for long-lasting fatigue resistance.**
3. **Preformed phenolic-laminate rubbing block for maximum wearability.**
4. **Rubbing block hot-riveted to lever for added strength.**
5. **Contact points of highest quality tungsten for longer life.**
6. **Bushing squarely and securely staked in lever and subsequently reamed to close tolerances for long, accurate operation.**

Always replace with Delco-Remy fast-acting breaker levers when you service Delco-Remy distributors. The right lever—with the right contact support—is available in sets through your United Motors distributor.

Delco-Remy
ELECTRICAL SYSTEMS

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

GET IN ON THE HOTTEST PROFIT PLAN EVER TO HELP YOU BUILD BRAKE BUSINESS

Raybestos® 7 POINT BRAKE CHECK

INCLUDING ADJUSTMENT

Wheels off pay off when you make this 7-Point Check. You get more brake work. And with the Raybestos Plan you can charge for every check you make. See your Raybestos jobber for details now.

HERE'S WHAT YOU DO—

1. Pull front wheels and inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes
7. Road-test brakes

BACKED BY ADS LIKE THIS

Telling Car Owners in Your Neighborhood to Ask for the 7-Point Check

AND HERE'S THE COMPLETE SELLING PACKAGE YOU GET—

RAYBESTOS "CONTOUR GRINDING" WILL HELP YOU CASH IN

Raybestos "Contour Grinding" assures true shoe radius. All Raybestos Lined Shoes are "Contour Ground" for perfect lining-to-drum contact. No chance of high spots—no spongy pedal action due to excessive belly contact.

SEE YOUR RAYBESTOS JOBBER *NOW*. OR WRITE US DIRECT.

Reline with **Raybestos®**

AMERICA'S BIGGEST SELLING BRAKE LINING

RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.

RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks Clutch Facings • Fan Belts • Radiator Hose • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Packings • Abrasive and Diamond Wheels • Bowling Balls

AC

SPARK PLUG CAMPAIGN THEME

"Hot Tip to increase horsepower"

WILL HELP YOU SELL MORE AC SPARK PLUGS

This AC campaign capitalizes on public demand for all the power that was originally built into car engines. It kicks off September 1, with full-page advertising in national magazines, advertising on 5000 billboards across the country, and on network TV, with over 100 stations! Dealers get all this, plus a powerful package of point-of-sale display materials, shown at right.

Another HUGE AC SPARK PLUG SALES CAMPAIGN for Dealers

Billboard design is also furnished in miniature for window poster.

Famous AC Bird Cage does repeat performance in full-color window poster.

Window poster on boosting power.

Window poster on quicker starting.

Campaign envelope features cut-out poster piece on need for 10,000-mile spark plug change.

BIG TOWN
NBC-TV

Reprint of national magazine campaign theme advertisement for use as poster.

ASK YOUR AC SUPPLIER FOR THIS TERRIFIC CAMPAIGN TODAY . . . THEN PUT IT TO WORK TO "INCREASE YOUR SALES POWER"!

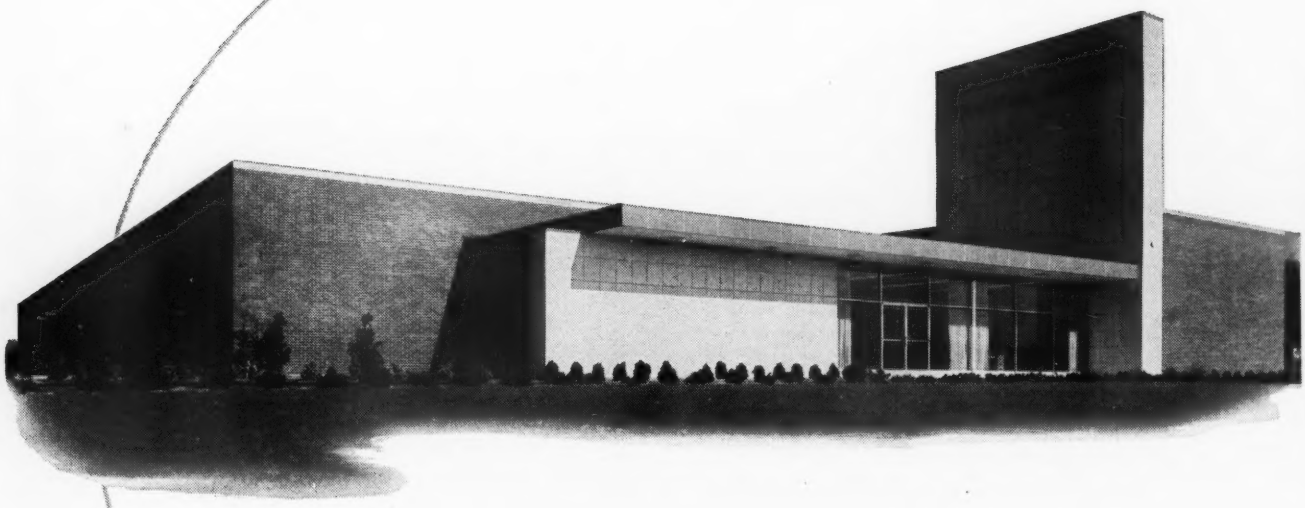
AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

GM GENERAL MOTORS

Pioneer in Factory Training . . .

Oldsmobile's famous Hydra-Matic School pioneered factory training of service technicians in the auto industry! It's the oldest school of its kind in continuous operation!

OLDSMOBILE ROCKETS AHEAD WITH A MODERN NEW SERVICE TRAINING PROGRAM!



30 New GM Training Centers Provide Up-to-date Facilities For Continuous Training of Oldsmobile Service Technicians!

In service—just as on the road—Oldsmobile shows the way! Oldsmobile's Hydra-Matic School and Service Guild have set service training standards for years! And now Oldsmobile dealers are taking a leading role in the unprecedented new GM Service Training Program—most progressive factory-training innovation in Olds history! It all adds up to top training for Oldsmobile service technicians . . . top service for Oldsmobile customers . . . bigger business for Oldsmobile dealers *everywhere!*

OLDSMOBILE SERVICE GUILD

OLDSMOBILE SERVICE

OLDSMOBILE

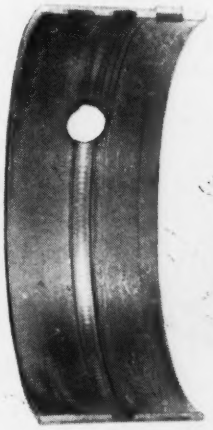
DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

these two UNRETOUCHED photos tell you a convincing story

THIS WORN POCK-MARKED BEARING IS NOT A THOMPSON BEARING

Typical of premature failures experienced by Indianhead Truck Lines with competitive "Heavy-Duty" bearings. Indianhead has since used Thompson CL-77 Bearings, exclusively.

THIS NEW LOOKING BEARING IS A FAMOUS THOMPSON CL-77 AFTER 176,000 MILES



The Thompson CL-77 bearing shown above is typical of a complete set of rod and main bearings removed from the engine of a tractor-trailer operated by the Indianhead Truck Line of St. Paul, Minnesota. The Indianhead Truck Line enjoys an enviable reputation from coast-to-coast for dependability and fine maintenance records.

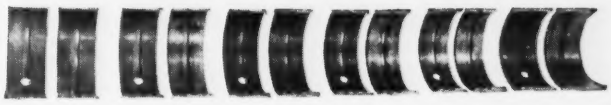
THE above *unretouched* photographs show the clear-cut superiority of Thompson's CL-77 over ordinary heavy-duty bearings. Notice the absence of pock marks on the Thompson bearing . . . even after 176,000 miles of heavy hauling on good roads and bad, in all kinds of weather.

Exacting micrometer tests showed the wear on the entire set of Thompson bearings to be *less than one-half of one-thousandths of an inch!*

UNUSUAL? No, not for Thompson CL-77 heavy-duty bearings! Many other authenticated records in our service files show CL-77 bearings that have gone up to *half-a-million miles* before being replaced.

The Thompson CL-77 copper lead overplated bearing has gained a wide preference in the field of heavy-duty engines. One of the reasons for its amazing wearing qualities is Thompson's patented process of applying *nickel* between the copper-lead and tin-lead overplate.

For your heavy-duty requirements be sure to replace only with Thompson CL-77's . . . the bearings that leading truck and tractor manufacturers specify for *original equipment!*



This complete set of Thompson CL-77 bearings saw 176,000 miles of heavy-duty service in a 6 cylinder International Harvester LF195 (Red 450 Engine), one of the most popular heavy-duty automotive engines in the world. They were originally installed on a crankshaft which had been reground to .010" undersize. Bearing wear after 176,000 miles did not exceed .001 on any shell; most showed less than .0005; some showed **no measurable wear!** As engine had been pulled down for cylinder and valve overhaul, these bearings were replaced with new Thompson CL-77's, although the old ones obviously would have run many thousands of additional miles.

See your Thompson Products Jobber

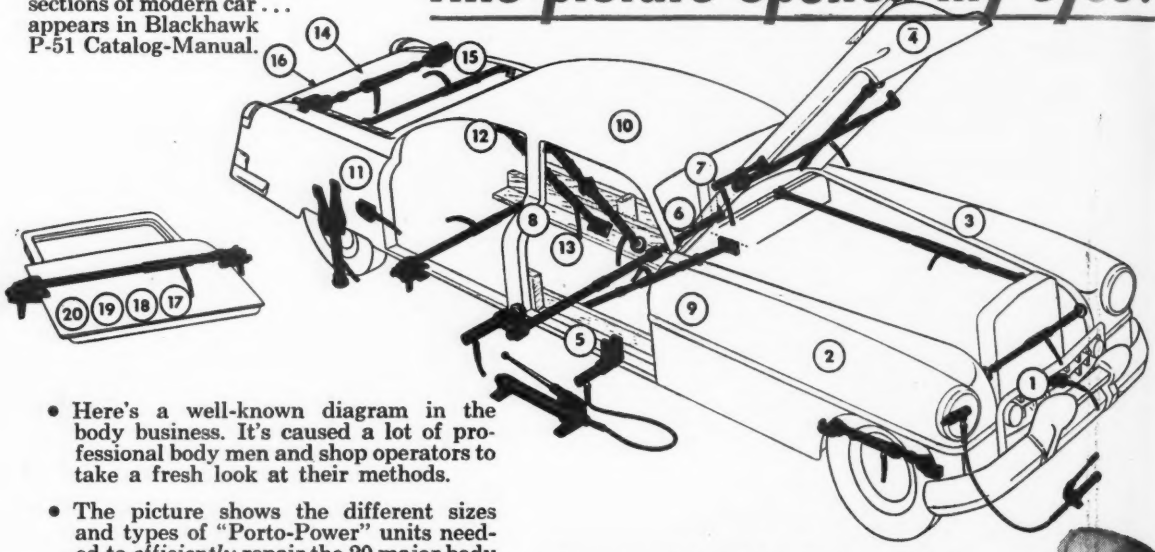
THOMPSON SERVICE SALES
2209 Ashland Road • Cleveland 3, Ohio

Look at your

Is it up-to-date? Are you using obsolete methods?

Diagram of basic "Porto-Power" equipment used on 20 major sections of modern car . . . appears in Blackhawk P-51 Catalog-Manual.

This picture opened my eyes!

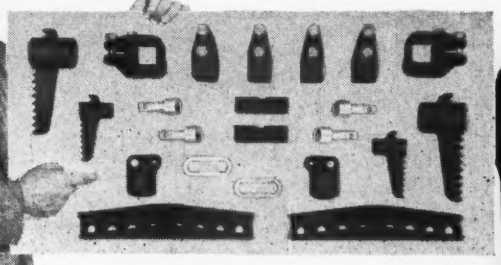


- Here's a well-known diagram in the body business. It's caused a lot of professional body men and shop operators to take a fresh look at their methods.
- The picture shows the different sizes and types of "Porto-Power" units needed to *efficiently* repair the 20 major body sections of a modern car.
- It's dramatic proof that it takes more than ONE size and type of hydraulic body jack to be competitive and make a profit on a modern car! *You need a whole family of hydraulic tools today.*

Compact, lightweight Bantam "Porto-Power" for fast sheet metal repair . . . 10-ton "Porto-Power" for reinforced sections . . . rams that spread, pull or fit into tight spots . . . plus modern work attachments that push, pull, clamp and spread.

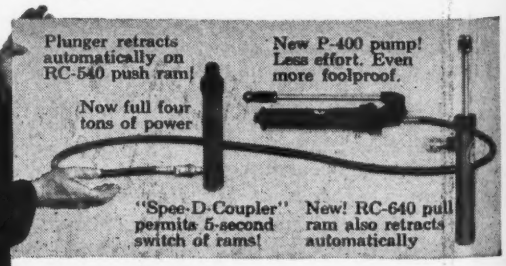
Suggested User net prices are subject to change without notice.

Do you have this?



NEW! MULTI-PURPOSE PULL CLAMPS — New techniques snap damaged metal back into position without stretching or distortion. Ask for Blackhawk "Pull Clamps" . . . AZ-12 ass't ($46.70) for "Bantam" . . . FZ-13 ass't ($51.80) for 10-ton "Porto-Power."

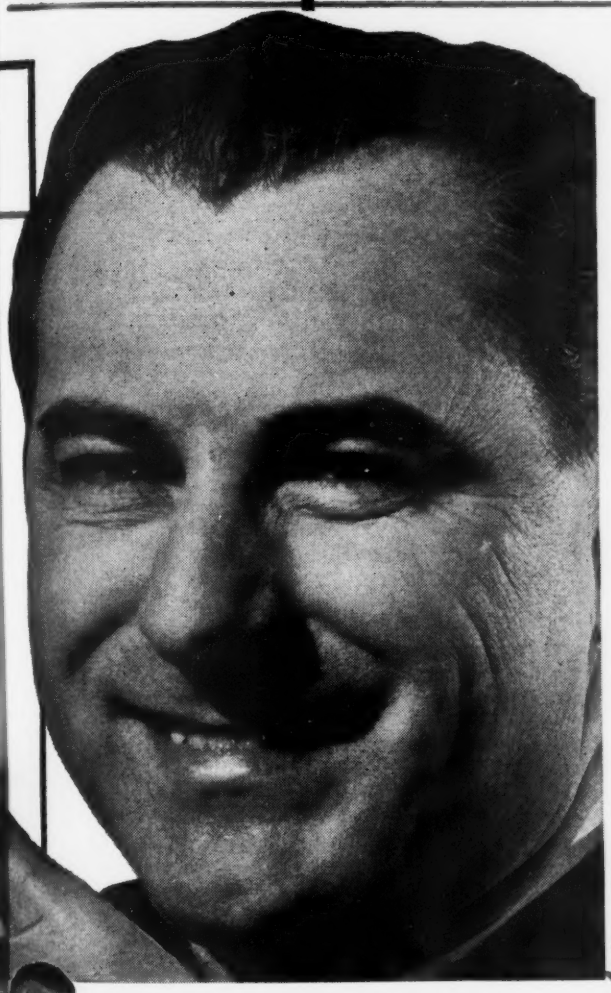
Do you have this?



NEW! BANTAM "PORTO-POWER" is now even more powerful, more foolproof! Now more than ever it's the world's fastest body jack equipment! Ask for new "Bantam" SA-50 ($43.30) hydraulic unit and RC-640 ($18.50) Pull Ram.

Porto-Power®

New developments slash labor costs dramatically!



Here's how to get more body business at a profit!

YOU'RE missing big income by trying to rebuild modern cars without the latest Blackhawk "Porto-Power" hydraulic tools! That's because today's cars have bigger metal sections, increased rigidity, cunning reinforcements, etc. It's impossible to lick these service problems efficiently with *obsolete* methods!

The secret in getting more profitable body business is to *cut labor costs.* And the first step is to bring your "Porto-Power" up-to-date — just as you've had to modernize basic equipment in other departments. So *look at your "Porto-Power" today* and ACT NOW if you want the big body-shop money!

New hydraulic units and attachments have been announced by Blackhawk.

New P-51 Catalog lists 11 body shop assortments . . . priced to fit any budget.

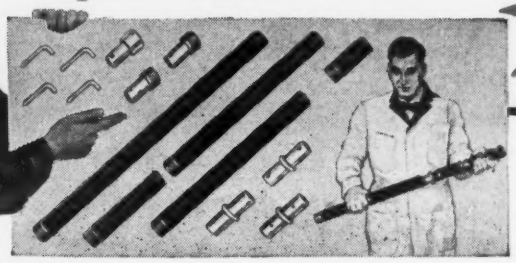
Users report "Bench-Rack" work centers boost labor output from 25% to 40%.

Have your Porto-Power rated for "profit power"

Yes sir! Just like a motor is rated for *horsepower,* you can now have your own "Porto-Power" equipment rated for its *"profit power"* — right in your own shop. This simple rating reveals golden opportunities and shows what recent developments you need. Ask your jobber for a free rating — or write Blackhawk. Use coupon below.

Only BLACKHAWK® makes Porto-Power®

Do you have this?



NEW! "LOCK-ON" DOUBLE PURPOSE TUBING slides together quick as a wink! Can cut 50% off time it takes to make set-ups. Can also be threaded together. Ask for "Bantam" AZ-13 ass't ($19.95) or FZ-14 ($31.60) 10-ton "Lock-On" tubing.

NEW FREE

48-page P-51 Catalog shows latest "Porto-Power" Tools and Methods

BLACKHAWK MFG. CO., Dept. P-695
Milwaukee 46, Wis.

Without obligation send P-51 Catalog ☐
Have our "Porto-Power" rated for "Profit Power" ☐

Name .....

Firm .....

Address .....

City ..... State .....

CHAMPION-EQUIPPED STOCK CARS

22 of 23 Grand National Events to Date Were Won with Champions

Again this year Champion merchandisers are enjoying the kind of hard-hitting sales promotion that only Champion can provide: the overwhelming success of Champion Spark Plugs in big-time, strictly stock car racing.

Whatever the make of car—and I know you'll be interested in the list of winners on the opposite page—when performance is the payoff, full-firing five-rib Champions are installed . . . the very same Champions you have on your shelves.

A product cannot beg, borrow or buy acceptance like that. It must be earned the hard way—by proving that it is superior to any other on the market. And Champion does just that!

Champions' success means sales for you because your customers know about Nascar Grand National racing. Under Nascar President, Bill France, it is one of America's top spectator sports. Thousands attend each week and millions read the results in the sports pages. Many of your customers drive the same makes as the Nascar winners.

Turn this great interest in stock car racing to your own advantage by talking about the competition-proven ability of Champions to assure better performance in the cars your customers drive.

You've got the facts! And facts make sales!

Sincerely,

Jim L

AGAIN DOMINATE NASCAR RACING!

The Champion Scoreboard

CHRYSLER

13—Firsts
7—Seconds
3—Thirds
4—Fourths
2—Fifths

OLDSMOBILE

6—Firsts
7—Seconds
9—Thirds
7—Fourths
5—Fifths

HUDSON

1—First
2—Seconds
4—Thirds
3—Fourths

CHEVROLET

1—First
1—Third
5—Fifths

BUICK

1—First
1—Third
3—Fifths

MERCURY

1—Second
1—Third
1—Fourth
1—Fifth

DODGE

1—Second
1—Fourth
4—Fifths

5-R13

CHAMPION

SPARK PLUGS

More sales proof that . . .

they all run better with CHAMPIONS!

DELCO

Replace with Delco Original Equipment Brake Service Parts—designed and engineered to restore brake systems to like-new operating efficiency

Attractively packaged, Delco Brake service parts are popular shelf items

DELCO LINED BRAKE SHOES

They're Looking for Better Brakes
Sell them
BRAKE PRODUCTS

WHEEL CYLINDER REPAIR KIT

Contains all parts needed to restore a wheel cylinder to best possible operating condition.

MASTER CYLINDER REPAIR KIT

Contains every part necessary to put a master cylinder back in normal operating condition.

DELCO SUPER 11 BRAKE FLUID

Delco Super 11 and Delco Super 9 brake fluids both exceed their respective S.A.E. specifications.

These original equipment service parts restore the braking efficiency your customers demand . . . give *you* the profit advantages of a huge pre-sold original equipment market.

Delco brake shoes are *brand-new shoes,* protected with Di-Chromate to seal out rust and *lined* with the same original equipment lining used on Cadillac, Buick, Oldsmobile and Pontiac. Delco lined brake shoes command the respect of service men and service customers everywhere.

Both Delco Super 11 heavy-duty brake fluid and Delco Super 9 moderate-duty brake fluid *exceed* their respective S.A.E. and U. S. Government performance standards, including operating ranges, stability, lubrication and corrosive effect on metals and rubber.

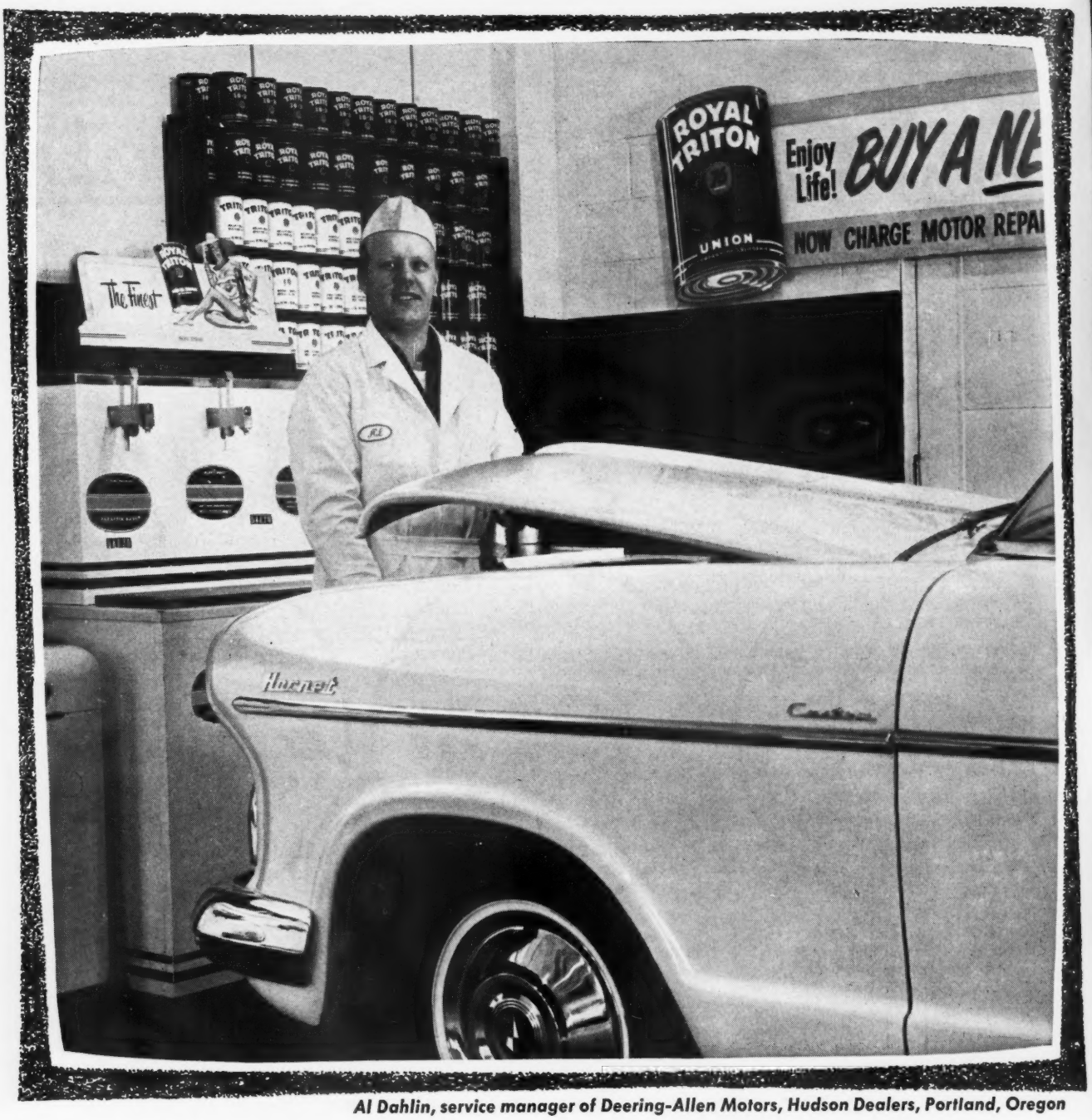
Delco brake fluids and lined brake shoes and repair kits for master and wheel cylinders are General Motors products—available through UMS distributors and GM car dealers everywhere.

moraine products

DIVISION OF GENERAL MOTORS, DAYTON, OHIO

A GENERAL MOTORS PRODUCT — A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE



Al Dahlin, service manager of Deering-Allen Motors, Hudson Dealers, Portland, Oregon

"...personally, I'm sold on ROYAL TRITON"

"Before I'll recommend a motor oil to my service customers, I've got to be sold on it myself, and, personally, I'm sold on Union's Royal Triton.

"I've used it in my Hudson for more than a year now, and the results have been excellent under every type of driving condition.

"I find that when an owner switches to Royal Triton, his oil consumption usually goes down, and his gas mileage frequently increases. In my five years as service manager I've never found an oil that I can recommend to my customers with such confidence."

Auto dealers all over the West agree that Royal Triton motor oil makes satisfied service customers. A call to your nearby Union Oil representative will assure prompt delivery of *amazing* purple Royal Triton. Also available in 5-20 and 10-30 grades.

UNION OIL COMPANY 76
OF CALIFORNIA

Los Angeles: *Union Oil Bldg.* • ***New York:*** *45 Rockefeller Plaza* • ***Chicago:*** *1612 Bankers Bldg.* • ***New Orleans:*** *644 National Bank of Commerce Bldg.* ***Atlanta:*** *401 Atlanta National Bldg.* • ***Kansas City, Mo.:*** *612 W. 47th St.*

"THIS WILL COST YOU MONEY, MISTER!"

In the long run, cheap brake linings always cost more. Sell your customers the extra safety of genuine Grey-Rock Balanced Braksets . . . and it will pay off for you in the long run too.

You reduce adjustments and comebacks—assure better profit on each job—with Grey-Rock Balanced Linings. For with Grey-Rock, balance is not just a matter of high and low friction linings; it is the result of using *many* different linings in combinations properly *engineered* for each make and model. This exclusive Grey-Rock principle is what gives car owners fast, safe, quiet stops and longer, more uniform brake wear.

Distinctive woven and molded linings are combined in Grey-Rock Balanced Braksets and Trucksets for the specially severe brake requirements of certain makes and models. Where used, woven and molded combinations provide far better brake action than molded linings alone. In other sets, special molded types are used where all-molded combinations give best results. This is a distinctive Grey-Rock feature.

GREY-ROCK FACTORY-BONDED SHOE EXCHANGE SERVICE IS THE *EASY* WAY TO HIGHER RELINE QUALITY, LESS LABOR PER JOB, GREATER PROFITS

Only **Grey-Rock** *makes*

BALANCED BRAKSET LININGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

See your Grey-Rock jobber for

FACTORY-BONDED SHOE EXCHANGE

It's the lining that counts

Every piece branded for your protection

•

Consistently advertised in the

POST and **Farm Journal**

RAYBESTOS-MANHATTAN, INC.: Brake Linings • Brake Blocks • Clutch Facings • Radiator Hose Fan Belts • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Packings • Abrasive and Diamond Wheels • Bowling Balls

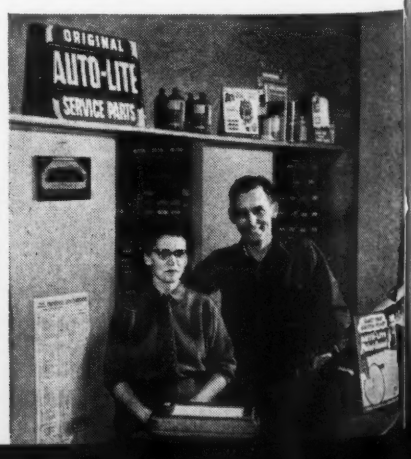
GET IT FROM YOUR JOBBER

WITH ORIGINAL SERVICE PARTS

FROM BACKYARD MODERN SERVICE

From a one-stall operation to 5,000-square feet of work space accommodating 12 cars . . . original service parts have paced growth of Art's Service all the way. Business now includes truck, tractor and marine service as well as automotive.

Husband-and-wife team . . . While Art supervises the shop, Mrs. Bramer keeps a sharp eye on parts stock and the books.



MOVED UP...

GARAGE TO THIS BUILDING!

SAYS: *Art Bramer*

owner Art's Service, Traverse City, Michigan, who credits a major share of his rapid growth to original service parts.

"The success of my business has been built on customer satisfaction," Mr. Bramer points out. "That's why I've always been careful to give honest service and use only original service parts. To make doubly sure, I always tell a customer exactly what work has been done and that original service parts were used.

"Seven years ago, when I started business in my backyard garage, my biggest asset was 17 years experience in automotive electrical service. I wasn't going to risk it with anything less than top quality material —original service parts. I never have, and it's really paid off.

"I started with Auto-Lite and other big-name, well-known lines. Soon my one-man operation was going 16 hours a day and bulging at the seams.

"Today, Art's Service is a big, modern building with five people handling customers from 60 to 70 miles around. We've branched out from strictly automotive to include truck, tractor and marine electrical service, too.

"We've grown rapidly in seven years, and we're going to keep right on growing with honest service and original service parts."

In just seven years, Art's Service has grown from a backyard garage to a big, modern building. Original service parts have been on the shelves from the first day Art Bramer hung out his sign in Traverse City. Now the business pulls in customers from 70 miles around.

The quality of reliable workmanship matched with the quality of original service parts has been the pattern thousands of successful men have followed in the automotive service business. They know original service parts are the key to growth, expanding operations and bigger profits. Investigate the many outstanding opportunities for increased profits open to you with Auto-Lite Original Service Parts. For complete details see your distributor of Auto-Lite Original Service Parts, or write

THE ELECTRIC AUTO-LITE COMPANY

Parts & Service Division

TOLEDO 1 OHIO

ORIGINAL

AUTO-LITE

SERVICE PARTS

WALKER "PRECISION

THE

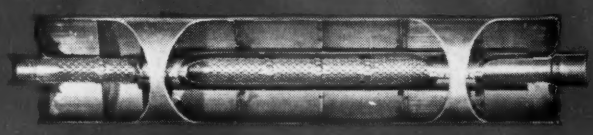
HERE'S HOW WALKER "PRECISION TUNING" SOLVES

THE BACK PRESSURE PROBLEM

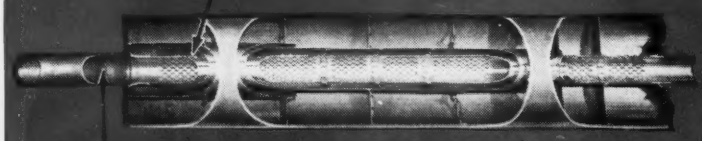
Because an increase in volumetric efficiency brings out a comparable increase in the volume and the velocity of the exhaust gas, proper back pressure is of vital importance to the performance of these new engines.

WALKER PRECISION TUNING

permits increases in volumetric efficiency (horsepower) without increasing the noise level



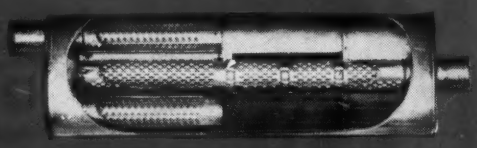
Special "Double Shell Tuning" was required in new "Precision Tuned" model to reduce sound level of higher horsepower engine without loss of performance from increased back pressure



Note Welded Exhaust Pipe

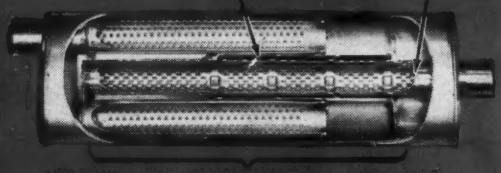
WALKER PRECISION TUNING

controls the more intense noise levels of these new higher efficiency engines without destroying power



Additional Roughness Control Chamber required

Increased Tube Size over previous model lowers back pressure



Longer Tri-Flow Unit controls sound level

Above Silencers have Asbestos and Cover to control Shell Noise

NOW MORE THAN EVER

WALKER SILENCERS

MAKE THE DIFFERENCE!

TUNING" BRINGS OUT

GO FACTOR*

Walker "Precision Tuned" Silencers are a Basic Part of the Modern Engine's "Breathing System" a Vital Influence in the Improved "GO-FACTOR"

In this new generation of engines, the most direct and practical route to the *improved* GO-FACTOR lies through *increased volumetric efficiency* . . . or the improved ability of the engine to breathe . . . to effectively utilize a greater charge or volume of air-fuel mixture and transform it into increased horsepower.

As a basic part of the engine's breathing system, proper exhaust system design exerts a vital influence on car performance . . . on its final horsepower rating . . . on its GO-FACTOR. No longer can yesterday's mufflers meet even the minimum requirements of these new standards.

And once again Walker sets the pace with "Precision Tuning". . . a new generation of Walker Silencers to meet the new and more complex problems of a new generation of engines.

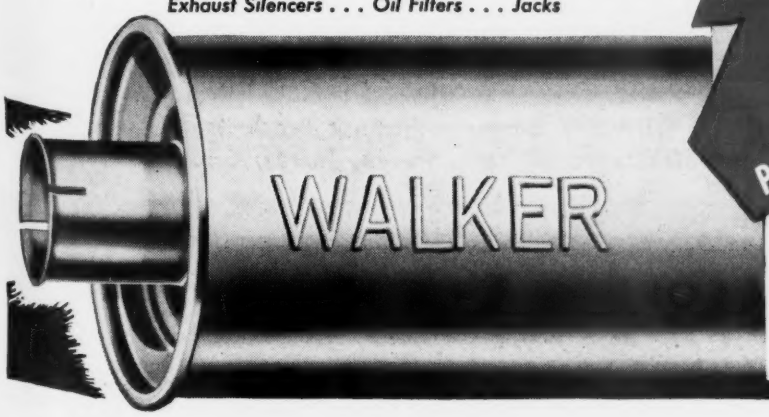
Walker "Precision Tuned" Silencers are designed as an integral part of engine design . . . to quiet the heavier power notes of these new, more powerful engines without power loss . . . to specifically solve the new and difficult problems of shell noise . . ."transmission boom". . . "tail pipe bark". . . and still preserve the full measure of "traffic flash" and reserve power designed into every modern automobile.

Yes—Walker "Precision Tuned" Silencers bring out the "GO-FACTOR"!

WALKER MANUFACTURING COMPANY OF WIS. • RACINE, WISCONSIN

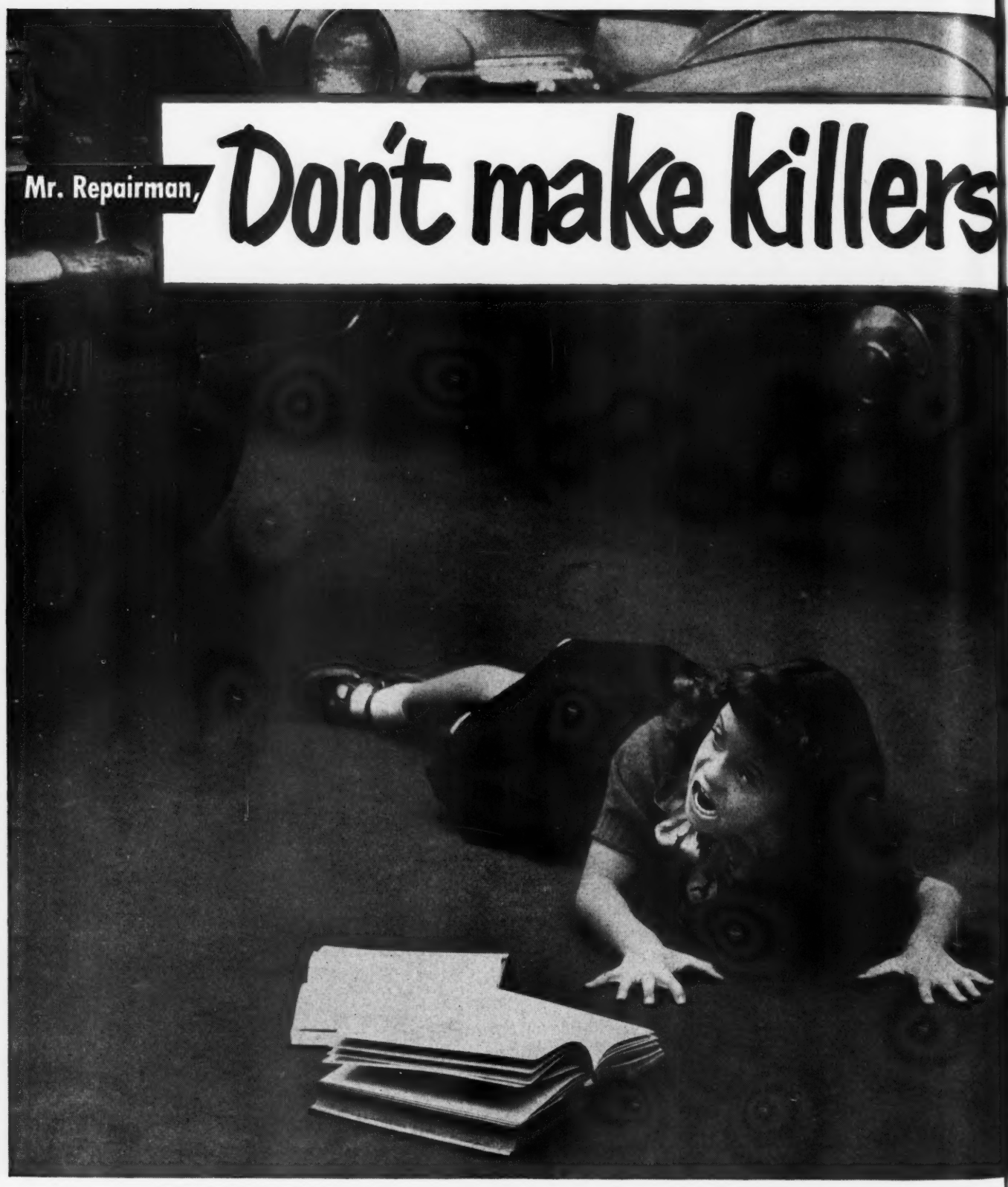
Exhaust Silencers . . . Oil Filters . . . Jacks

***GO-FACTOR**
means the ability of the car to get into quick motion



"PRECISION TUNED"
for the new generation of engines and automobiles—now and to come

"INDIVIDUALLY TUNED"
for the millions of fine cars, trucks and buses still in active service



You can depend upon WAGNER QUALITY because Wagner Products are used as original equipment by manufacturers of cars, trucks, buses, and trailers.

Est. 1891

Wagner

...the best known name in brake service

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID . . . Rayco . . . Cobalx BRAKE SHOES . . . AIR BRAKES . . . TACHOGRAPHS . . . TRACTOR BRAKES

s of your customers!

SAFE BRAKES SAVE LIVES

.....for Safety's Sake...use genuine

WAGNER® LOCKHEED BRAKE FLUID

There's none finer... None safer... The leader for 30 years... Properly balanced chemically... surpasses S. A. E. specifications

If you undermine a brake system with off-brand, sub-standard fluid, you endanger the life of your customer and his loved ones... You make his vehicle a death threat to innocent motorists and pedestrians ...and make him a possible killer.

Be safe... Be sure... Standardize on Wagner Lockheed... America's No. 1 brand of brake fluid. Compounded of finest ingredients and chemically balanced to function perfectly in all seasons and under all driving conditions, it amply lubricates the system... mixes with all approved fluids... does not evaporate rapidly. It protects the brake system against deadly vapor locks, freeze-ups, gummy residue deposits, swelling of rubber parts, and rusting or corroding of metal parts.

Only two Wagner fluids are required to cover all service needs. 21 for passenger cars operating under moderate conditions. 21-B Heavy Duty for trucks, buses and passenger cars where a heavy-duty type fluid is recommended. Available in 12 oz., quart, gallon, 5-gallon, 30-gallon, and 54-gallon containers. You can get Wagner Lockheed Brake Fluid as well as Wagner CoMaX Brake Lining and Wagner Lockheed Hydraulic Brake Parts from one convenient, reliable source—your nearest Wagner Jobber. See him today!

BOOST YOUR PROFITS BY BECOMING A WAGNER FRANCHISED DEALER

Wagner Electric Corporation
6498 PLYMOUTH AVE., ST. LOUIS 14, MO., U. S. A.
(Branches in principal cities in U. S. and in Canada)

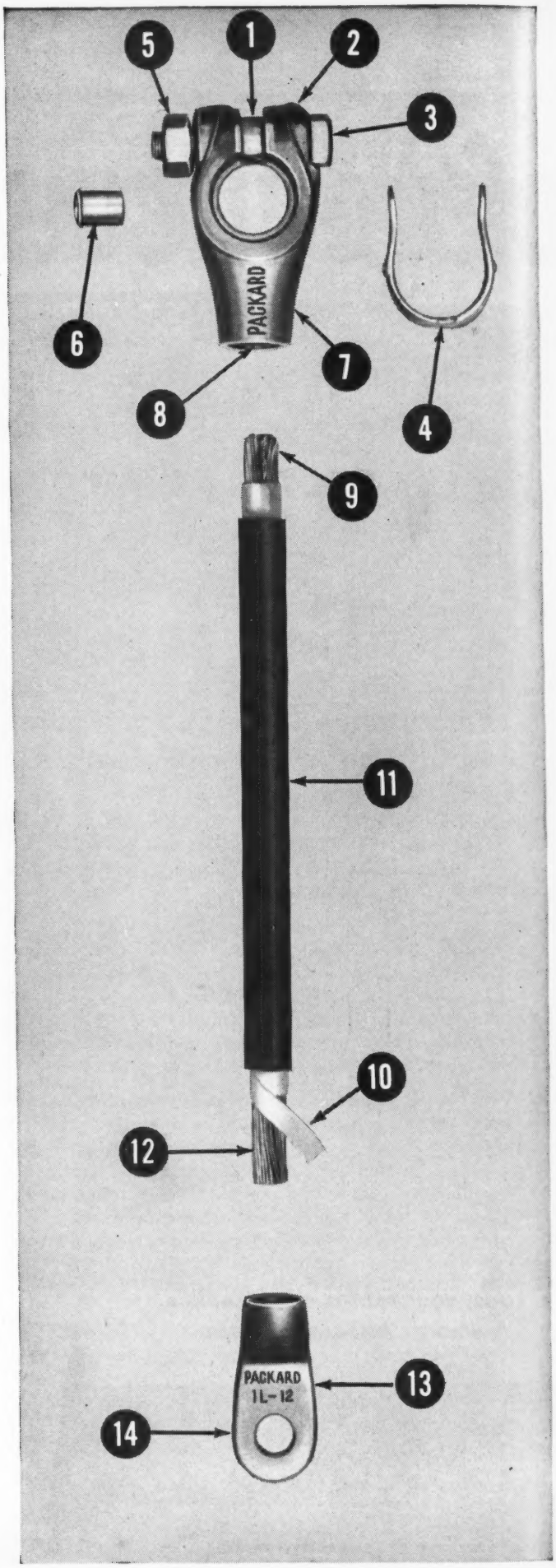
Fill out and mail coupon for full facts on this profitable program that's sweeping the country. No obligation.

NAME_____
FIRM NAME_____
ADDRESS_____ ZONE____ STATE_____
CITY_____

FRANCHISED Wagner AUTOMOTIVE BRAKE PRODUCTS DEALER

H55-7

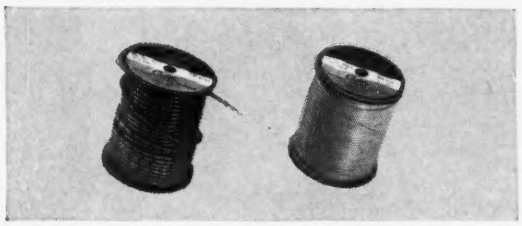
Look at these 14 reasons why PACKARD LeadAlloy Battery Cables are best!



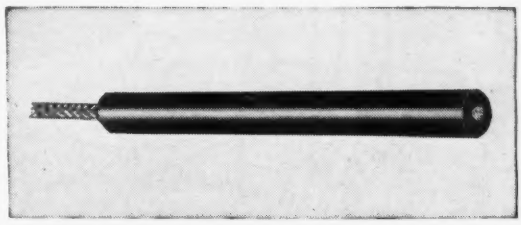
Packard LEADALLOY battery cables with Packard "809" compound insulation offer these 14 advantages:

1. *Patented compression sleeve* minimizes clamp distortion and protects bolt from corrosion.
2. *Raised shoulders* give more terminal spreading leverage.
3. *Non-porous lead-coated bolt,* with extra oil coating, has greater corrosion resistance.
4. *Solid steel insert* prevents stretching, distortion, or breakage of terminal. Patented self-centering design.
5. *Extra-thick lead-coated nut* has more wrench surface for good grip.
6. *Patented thread shield* under nut prevents lead from packing into bolt threads, makes cable easy to remove from battery.
7. *Terminals* are made of lead alloy to eliminate corrosion.
8. *Sealed-in conductor and insulation* protect copper conductor from acid fumes.
9. *Full-gauge copper conductor* for adequate easy-starting current.
10. *Paper separator* for added flexibility.
11. *Heavy insulating wall* of Packard "809" compound is resistant to acid, oil, and other deteriorating agents.
12. *Conductor* extends to end of "Korelug."
13. *Trade number* stamped in "Korelug" for positive identification.
14. *Cadmium plated copper "Korelug"* attached with 50-ton press, making lug an integral part of the cable.

Sales show that Packard cable is preferred by car, truck, bus and tractor manufacturers and service men for standout performance. Build your cable business on this strong preference for Packard. Stock Packard LEADALLOY battery cables and the other members of the "BIG 3" of the cable business.



PACKARD LOW-TENSION CABLE is now available with a new insulation—Packard "404" compound—that withstands oil, heat, age and other cable-destroying conditions as no other insulation can. It strips easily and cleanly, is supplied in various colors, and costs less than other types.



PACKARD TELEVISION-RADIO SUPPRESSOR CABLE—another new product! Recommended wherever ignition interferes with radio and television reception. Also used to suppress interference in two-way communication systems, and electronics equipment used in marine, aircraft, utility, and other applications. Available in kits or factory-made sets.

A GENERAL MOTORS PRODUCT GM **A UNITED MOTORS LINE**

DISTRIBUTED BY WHOLESALERS EVERYWHERE

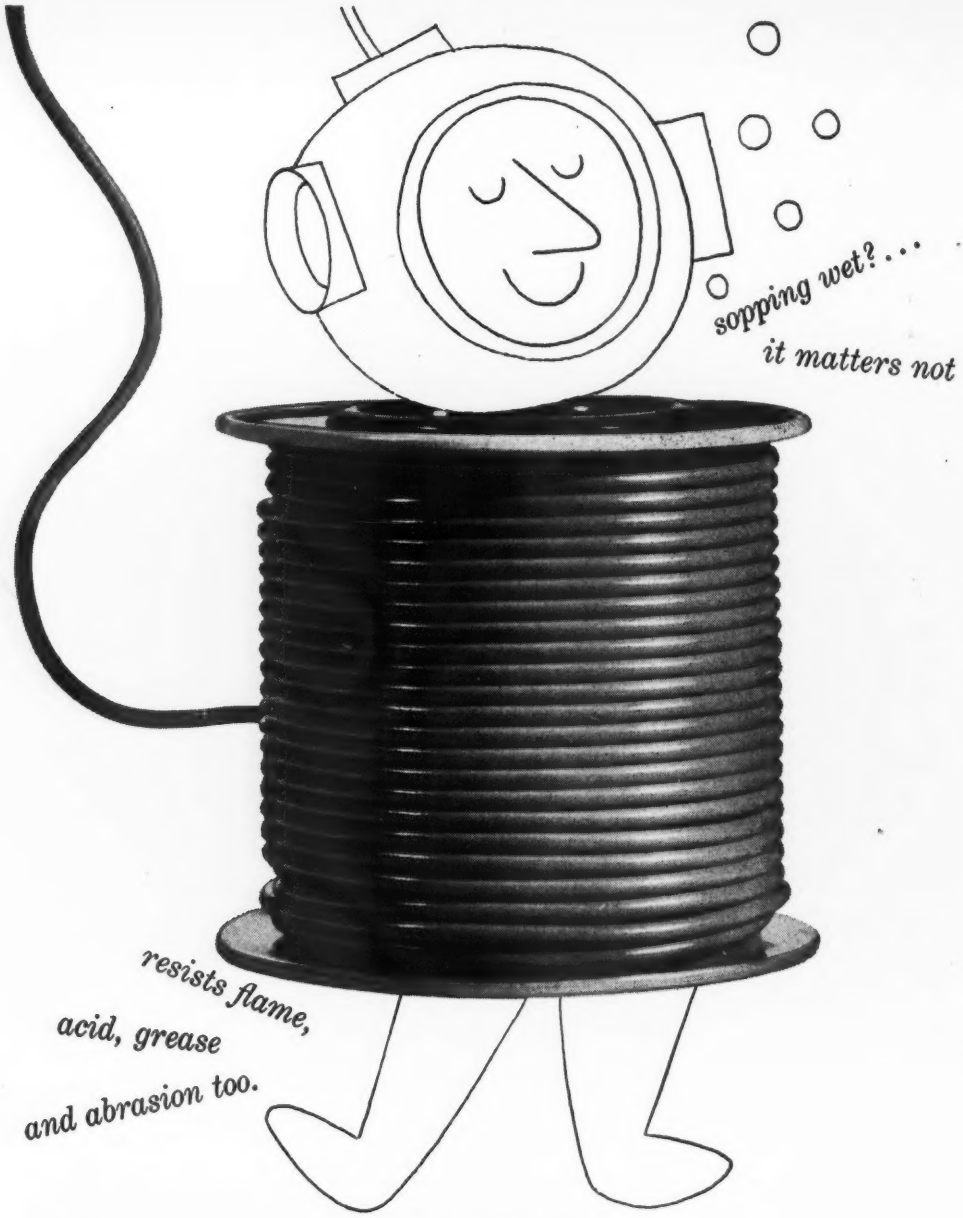
GM GENERAL MOTORS

Packard

REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division, General Motors, Warren, Ohio

FOREMOST BUILDER OF AUTOMOTIVE WIRING



Ektron Cable

VINYL PLASTIC INSULATED

You've heard about Ektron—the tried and tested, water-repellent, flame-resistant, acid and grease resistant, tougher-than-mule-hide plastic. Here's a slender, spaghetti-thin strand that's a welcome change from heavy conventional cables. Slipping this sleek, polished Ektron cable through a crowded conduit is a cinch. Comes in 9 vibrant colors for easy tracing. Your jobber can give you complete info on gauges, colors and prices.
Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

BLUE STREAK *buy* **Blue Streak** *wire and cable*

What makes customers come back for more?

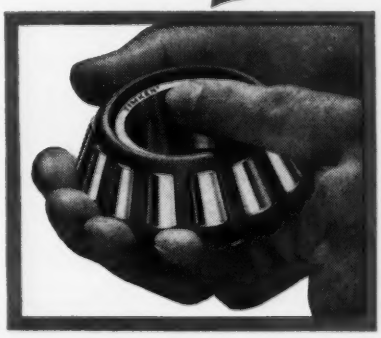
They'll all come back if you give 'em the best. When it's a bearing job... *just tell 'em it's TIMKEN®!*

Sure, customers will come back again and again if a gorgeous gal serves them snacks with every purchase. Every time they're hungry! But how much simpler for you if they'd come back simply because they know you give exceptional service! They *will* if you sell them on your service the right way—by proving to them you use only the best replacement parts. In tapered roller bearings, of course, that's Timken®. It's the one name your customer *knows* means quality bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

TIMKEN

TRADE MARK REG. U. S. PAT. OFF.

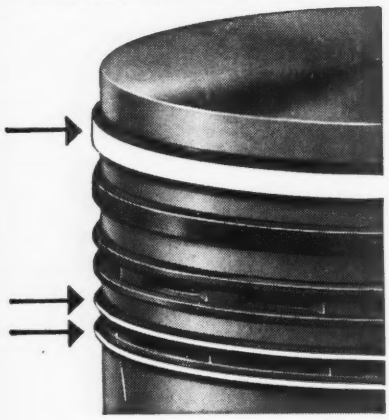
TAPERED ROLLER BEARINGS



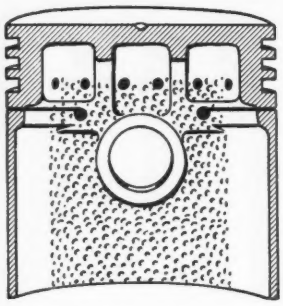
NOT JUST A BALL ○ NOT JUST A ROLLER ⬭ THE TIMKEN TAPERED ROLLER ⬭ BEARING TAKES RADIAL ↓ AND THRUST →◐← LOADS OR ANY COMBINATION

Full-Flow Spring

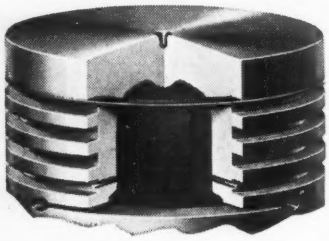
EVERY RE-RING JOB DESERVES ALL THREE . . .



1. Kromex Ring Sets are the most economical, measured by miles. Factory-seated for instant oil control—chrome-faced top ring and oil ring side rails for longest wear.



2. Sealed Power SUPER-SIZER is the world's best resizing method, increases resiliency and outward tension on thrust faces, expands skirt to original close fit, leaves piston skirt surface smooth.



3. Sealed Power GI-60 Groove Insert is the only dependable, economical method of restoring top groove to original size and protecting against future wear.

Sealed Power KromeX

PISTON RING SETS . . .

assure your customer

- quick seating
- smoother performance
- faster pick-up
- double ring life
- maximum oil economy
- positive lubrication

assure YOURSELF

- better-satisfied customers
- more new customers
- no come-backs

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST FOR RE-RING! BEST FOR RE-BORE!

RINGS • PISTONS • PINS • SLEEVES • VALVES • WATER PUMPS

MOTOR AGE Newscoop

Prosperity generated
Now it's Chevrolet on top
Second car is big market
All eyes on Volkswagen
Ford changes the words
Dream paint due
Continental prestige

Plymouth to Split

CHRYSLER CORPORATION HAS CONFIRMED recurring reports that it will split Plymouth from the corporation's other three divisions to establish a separate dealer body.

THE LONG-DISCUSSED MOVE is not expected to result in any immediate shakeup of the dealer organization. It will come gradually with the establishment of individual Plymouth dealerships in some areas.

Production Means Prosperity

ALL SIGNS STILL POINT TO A RECORD new car production of close to 7.5 million this year. Output will have to average only 500,000 a month for the balance of 1955 to hit the 7.5 million mark.

ASIDE FROM THE PROSPERITY GENERATED by the huge flood of cars this year, the service potential they create for the next four or five years is tremendous.

Chevrolet Bumps Ford

NEW CAR REGISTRATIONS FOR THE FIRST SIX MONTHS show Chevrolet bumped Ford out of first place for the first time this year. Chevrolet listed 756,317 and Ford 741,481, a margin of 14,836 units.

FORD SEVERAL WEEKS AGO WAS LEADING Chevrolet in registrations by approximately 15,000 units.

ALTHOUGH PLYMOUTH HAS MADE A REMARKABLE SALES GAIN this year, it was unable to recapture the third place held by Buick for some time.

Cars Kept Several Years

DETROIT AUTO DEALERS ASSOCIATION COMES UP with some interesting figures on trade-ins gleaned from 1000 new car sales made in July. In 31.5 per cent of the deals there were no trade-ins.

YEAR MODELS TRADED ON NEW 1955's WERE: 1953--17 per cent; 1950--13.1 per cent; 1951--10.8 per cent; 1952--9.2 per cent; 1954--3.8 per cent; 1955 --1.7 per cent. 12.7 per cent of the trade-ins were cars made from 1940 to 1949.

DADA CONCLUDES that few buyers trade every year, with the majority keeping their cars several years. Also, the largest potential new car market is to buyers who want a second car or those whose present car is at least five years old.

Volkswagen Sales Scrutinized

U. S. CAR MAKERS WATCH with interest the popularity of the Volkswagen, which has made the most rapid gain of any foreign make in the last year. While its sales were less than 1 per cent of the total in this country last year, manufacturers watch for any indication that the public wants a small economical car.

VOLKSWAGEN HAS BOUGHT a nearly new plant from Studebaker-Packard at Brunswick, N. J. It will be the first foreign firm to assemble cars in this country.

Ford Contracts Reworded

FORD HAS REVISED THE LANGUAGE of its dealer contracts to indicate clearly that its warranty is from factory to dealer, in line with recent court decisions. Courts consistently have held that the customer warranty is part of the sales transaction between the buyer and dealer.

FOR ALL PRACTICAL PURPOSES there is little change in the former relationship since the dealer still will charge back warranty work to the factory for reimbursement under his warranty.

Air Conditioner Sales Climb

WHILE SALES OF AIR CONDITIONERS for automobiles represent only a small fraction of total automobile production, almost every car factory offering the units has noted a rise in sales this year.

OLDSMOBILE HAS INSTALLED MORE THAN 14,000 of the systems at the factory while an additional 2100 were requested by dealers for installation at point of sale during the first six months.

GM to Offer Seat Belts, But—

GENERAL MOTORS WILL GO ALONG with the rest of the industry in offering seat belts as dealer installed equipment on 1956 models. It is no secret, however, that GM still has strong doubts that seat belts will be as helpful in preventing injuries as some advocates believe.

Wonder Paint Coming

IN COOPERATION WITH A SUPPLIER, General Motors has developed a new paint that promises to be much more durable than anything heretofore available. Some test samples, after two years of extensive weathering, showed practically no fade.

GM THINKS IT MAY BE POSSIBLE with the new lacquer to produce an automobile finish that will require no waxing during the life of the car. It may be available within the next two years.

Inspect for Safety's Sake

AN IMPORTANT ITEM TO CHECK ON SAFETY INSPECTION of customers' cars is the belt drive of power steering units. Any signs of early failure call for belt replacement. While the car will steer if belt-to-pump fails, sudden transition to manual steering could be hazardous.

The Personalized Continental

THE NEW CONTINENTAL, DUE OUT NEXT MONTH, will be handled only by selected Lincoln dealers. Every effort will be made to promote prestige of ownership. The dealer or his top sales official is urged to handle these sales personally. The big feature will be personalized customer service through the first year of ownership.

Rural Dealers Charging $1 an Hour

A SURVEY BY THE DODGE SERVICE DEPARTMENT turned up the surprising fact that many dealers are charging only $1 an hour for repairs, principally in small towns. Nationwide average rates are about $3 an hour, however.

Specialty Shops Multiply

THE TREND TOWARD SPECIALIZATION by repair shops appears to be gaining, particularly in brake and front end work, electrical repairs, and automatic transmission work.

SHOPS WHICH HAVE SWITCHED to a specialized line generally find profits greater and do a better job for the customer. New organizations devoted to repair specialization are being formed.

Washington Wire.....by Ray M. Stroupe

Ike Joins "Safe Driving" Campaign

PRESIDENT EISENHOWER'S PROMISE to take part adds new prestige to the 1955 safe driving campaign. It is to begin November 20 and last through December 1, "Safe Driving Day."

HIS HIGHWAY MESSAGE this year, he says, was based in a large part on the knowledge that better roads can help save lives.

Bill Would Benefit All—NADA

SALES-SERVICE RESPONSIBILITY keynotes the National Automobile Dealers Association argument for the Steed territory security bill. If the bill becomes law, NADA points out, the consumer will still be able to buy a car wherever he wishes. Warranty service for the buyer will be insured. The measure also offers protection for the dealer's investment.

Excise Argument Deflated

RECENT FEDERAL TAX REPORTS undermine a well-seasoned argument against cuts in excise taxes on cars, trucks, parts. Lower excises have been opposed on grounds that the Treasury can't stand the revenue loss.

BUT IN THE FIRST NINE MONTHS after some excises were reduced in March, 1954, income from this source amounted to $2.2 billion. The total was $100 million higher than in the same period a year earlier.

Optimism Gets Caution Light

CONFIDENCE IN THE OUTLOOK for profits this fall is felt almost everywhere, though top federal officials mix a little caution with their bright forecasts.

COMMERCE SECRETARY WEEKS advised care recently when he took a public reading on the state of business. Overconfidence, he warned, can be as harmful as lack of confidence.

Inventories High—Failures Rise

AUTOMOBILE SALES CONDITIONS DURING THE CHANGEOVER to 1956 models are to be eyed closely by a Senate group. The Monroney subcommittee is worrying about stocks of unsold new cars and the number of dealer failures.

SUPPLIES OF NEW CARS ON RETAILERS' LOTS were at extremely high levels this summer, the group states. It cites figures to show that dealer failures have risen about 200 per cent since 1951.

Lend With Care

BANKS ARE URGED BY THE GOVERNMENT to use greater care in offering credit, especially for automobile financing. In effect, the message to bankers is to keep on lending money to consumers, but to do it in a sensible way.

FEDERAL OFFICIALS ARE TROUBLED chiefly about credit terms presented to buyers, rather than money owed. They fear that buyers may take on an unsafe amount of debt if credit is too easy to get.

Safety-Check Spotlights Tail Lights

DEALER SERVICE DEPARTMENTS AND GARAGES this year helped inspect 1.42 million cars and trucks during the National Vehicle Safety-Check Program.

INSPECTIONS, AT AN ALL-TIME HIGH, uncovered a need for service attention to one of every five vehicles. Rear lights were the main trouble spots affecting one of every 13 vehicles.

Training Cuts Accidents

STUDENT DRIVERS IN HIGH SCHOOLS last year used more than $16 million worth of dealer-supplied cars. Auto retailers provided 8,079 cars to the schools in the 1954-55 term, the Inter-Industry Highway Safety Committee reports.

DEALER HELP IS PAYING OFF in the form of improved driving by teenagers. Many states have found trained young drivers become involved in 50 per cent fewer accidents than nontrained youths.

Limos' for the Big 10

MEDIUM-SIZED CARS are going to be good enough for medium-important military brass on future official trips. Pentagon orders now limit use of limousines to the 10 top men in the Defense Department and the armed forces.

Report to Our Readers

Let's Not Keep This a Secret

THE recent announcement that more than 8,000 cars, valued at over $16 million, have been provided by new car dealers to the nation's high schools for driver education merits bright, bold headlines.

Critics of the car dealer body should know this simple fact—car dealers have cooperated on a nation-wide scale to the training of young, safe and experienced drivers.

A vanderZee, chairman of the Inter-Industry Highway Safety Committee, who made the announcement points out, "The number of cars (8,079 during the 1954-55 school term) made available to schools is concrete evidence of the contribution the nation's new car dealers are making to traffic safety.

"Last year more than one out of every five persons killed in traffic accidents was in the 15-24 year age group," Mr. vanderZee added. In addition to 7,800 killed, 320,000 in the same age group were injured, according to National Safety Council figures.

We feel that this mighty contribution to our nation's welfare *shoudn't be kept a secret.* It should be a part of every sales pitch by every new car dealer and salesman everywhere in America.

This is the Emblem

Approved by the board of directors of the Independent Garage Owners of America—this is the IGO America seal and emblem (see next column). Its colors are red, white and blue.

It is the distinguishing mark of a growing group of automotive service specialists, organized to improve their standards of "personalized service" to the motoring public.

Bert Cook, Sr., Cadillac-Olds specialist and body shop operator, presided over this, the first meeting of the IGO America board. (They meet on Saturdays and Sundays—because they're all working men.) They met last month in Tulsa. Ralph James, executive director, who has sold his shop to devote his full time to building IGO America, reported that fourteen states are now members of the national association.

INDEPENDENT GARAGE OWNERS OF AMERICA, INC.
MEMBER
PERSONALIZED
IGO
SERVICE

W. R. "Pop" Mayfield, Little Rock, Ark. and Johnny Luton, San Diego, Calif. were elected second and third vice-presidents. All other officers had been previously elected. Annual meeting, IGO America in Wichita, Kansas, April 6-8, 1956.

We ran into a fast-talking but slow-moving photographer down there. So the pictures of the eventful meeting will have to wait til next month.

Outside of that, you couldn't have met a nicer or more sincere bunch of guys.

Faithfully yours,

Frank P. Tighe

EDITOR

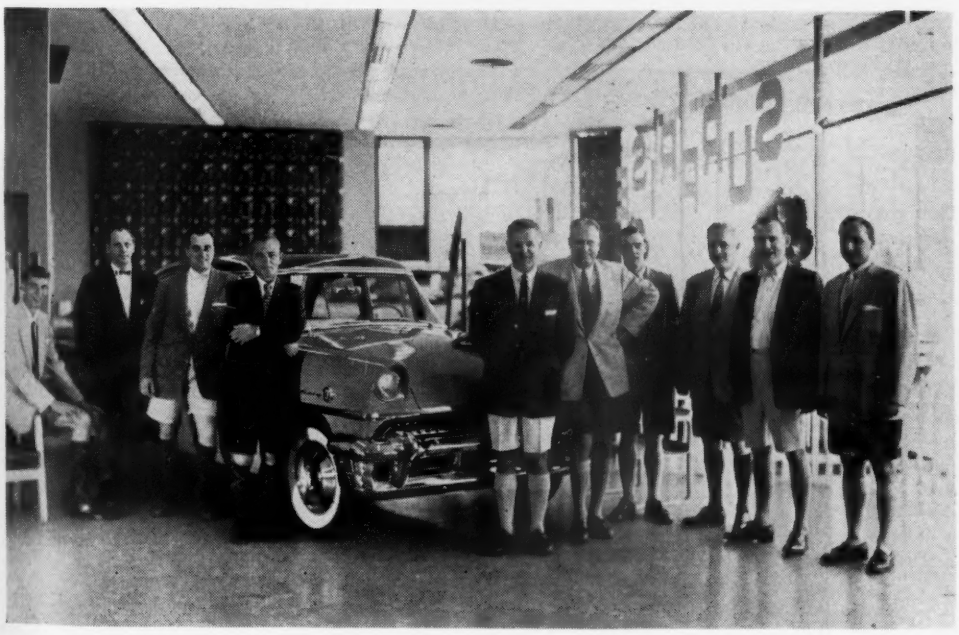
Newscene—

NEW SPORT CAR TRANSISTOR RADIO: Holly Ray and Carol Segermark demonstrate the transistorized portable radio designed by Raytheon Manufacturing Co. with sport cars in mind although the firm reports the radio works equally well in any automobile. Using electric mites that replace vacuum tubes, the new portable is said to operate 500 hours solely on the current from four flashlight batteries. Equipped with these batteries, the transistor radio weighs only five pounds. The radio is equipped with front and back speaker grilles.

WORLD SERIES CONTENDER, "Pee Wee" Reese, captain of the Brooklyn Dodgers, was paid a heart-warming tribute recently when over 33,000 fans packed Ebbett's Field for his "Night." "Pee Wee" (2nd from left) was inundated with gifts. Included in the array was a full set of General Tires presented by Al Ruzinsky of the King's County General Tire Co. in Brooklyn. Dodger players with "PeeWee" above are Duke Snider (left) and Don Newcombe (at right).

WHILE YOUNG AUTOGRAPH FANS wait patiently nearby, New York Giant's pitcher Johnny Antonelli and his two partners in a Rochester, N. Y., tire dealership talk tires with H. D. Tompkins, (extreme right), vice president in charge of trade sales for Firestone Tire & Rubber Co. Johnny (standing just left of the giant tire) is president of the Johnny Antonelli Tire Co. When he is away during spring training and the major league season, his two partners run the business.

THE FALCON, one of Chrysler Corporation's three new "idea" cars, is pictured at left. A two-passenger sports roadster, the Falcon embodies American sports car styling as conceived by Chrysler stylists and engineers. Photo shows externally mounted exhaust system and fender louvers. Car has wide horizon windshield, sharply defined forward sloping fender, and upswept rear fenders. Falcon was built on a 105 inch wheelbase modified production chassis and is equipped with an automatic transmission.



BERMUDA SHORTS became the official garb for many members of this new car dealership last month. Salesmen, sales managers, and all male office personnel donned Bermuda shorts in response to dealership president "Mike" McCarthy's statement that "We will be so busy during the month of August —because our deals will be so hot—that we're going to dress for the type of deals we're going to make: BERMUDA SHORTS." McCarthy Lincoln-Mercury Motor Sales is located in Chicago, Ill.

News Story of the Month

New Auto Racing Group Tuning-Up

Editor's Note: The recent announcement of the AAA withdrawal from racing as of the end of this year startled the racing world. When officials of the Indianapolis Motor Speedway called a special meeting to organize a new body to govern and sponsor racing in this country, it was natural that MOTOR AGE *Technical Editor Jack Montgomery would attend. Jack has repeatedly covered top racing events in this country to give* MOTOR AGE *readers first-hand reports on "under the hood" activities of racing competition. Here is his report on the history-making meeting at Indianapolis last month:*

THE first step towards the formation of a new organization to replace the Contest Board of the American Automobile Association for the supervision of racing in this country took place in Indianapolis, August 10. Racing people in every branch of the sport turned out for the momentous occasion. At least two hundred and fifty persons crowded into the auditorium of the Indiana State Board of Health in downtown Indianapolis.

Dedicated Purpose

From the outset the meeting was marked by seriousness and an air of dedicated purpose. Judge George Ober of Indiana early suggested that a representative temporary committee be selected.

The motion received hearty endorsement. Car owners chose Bob Estes as their representative; drivers picked Duane Carter; and the mechanics nominated Herb Porter. Tony Hulman was selected as the Speedway representative, Tom Marchese for the promoters, and Judge Ober as the "at large" representative for the interested layman. The seventh and final representative on the committee was to be a member of the old AAA Contest Board in order to provide continuity between the old and the new body. Col. Art Herrington was selected.

After the election of the seven-man committee, the committee met in closed session. Judge Ober presided as chairman of the committee which decided among other things that Indianapolis was to be the permanent headquarters of the new organization, and that the immediate aim of the committee was to raise funds to pay necessary expenses for getting the new group into high gear.

It was also recommended that by-laws be drawn up clarifying and amplifying racing and safety rules. Racing schedules are to be examined with an eye to improvement. Possible affiliation with the Federale Internationale Automobile (FIA) is to be investigated.

The committee members, after conferring with the groups they represent, will report their findings at an open meeting in Indianapolis. Meeting will be held on the day prior to the holding of the "Hoosier Hundred" race which is scheduled for Sept. 17.

AAA Withdrawal

The AAA's decision to withdraw from racing in this country was announced early in August when Andrew J. Sordoni, AAA president, said that a special committee of the AAA's executive committee had been appointed to determine the necessary steps to be taken to sever the AAA Contest Board's connection with automobile racing in an orderly manner as quickly as possible.

The AAA said that "upon completion of the schedule of events already undertaken for the year 1955, the American Automobile Association will 'disassociate' itself from all types of automobile racing in the United States."

THESE ARE the representatives chosen to form a new governing body to replace the AAA Contest Board. Left to right: front row, Bob Estes, Tom Marchese, Duane Carter. Back row: Tony Hulman, Col. Art Herrington, Judge George Ober of the Speedway Magistrate Court (Ind.), and Herb Porter.

Your Letter Can Win This Painting

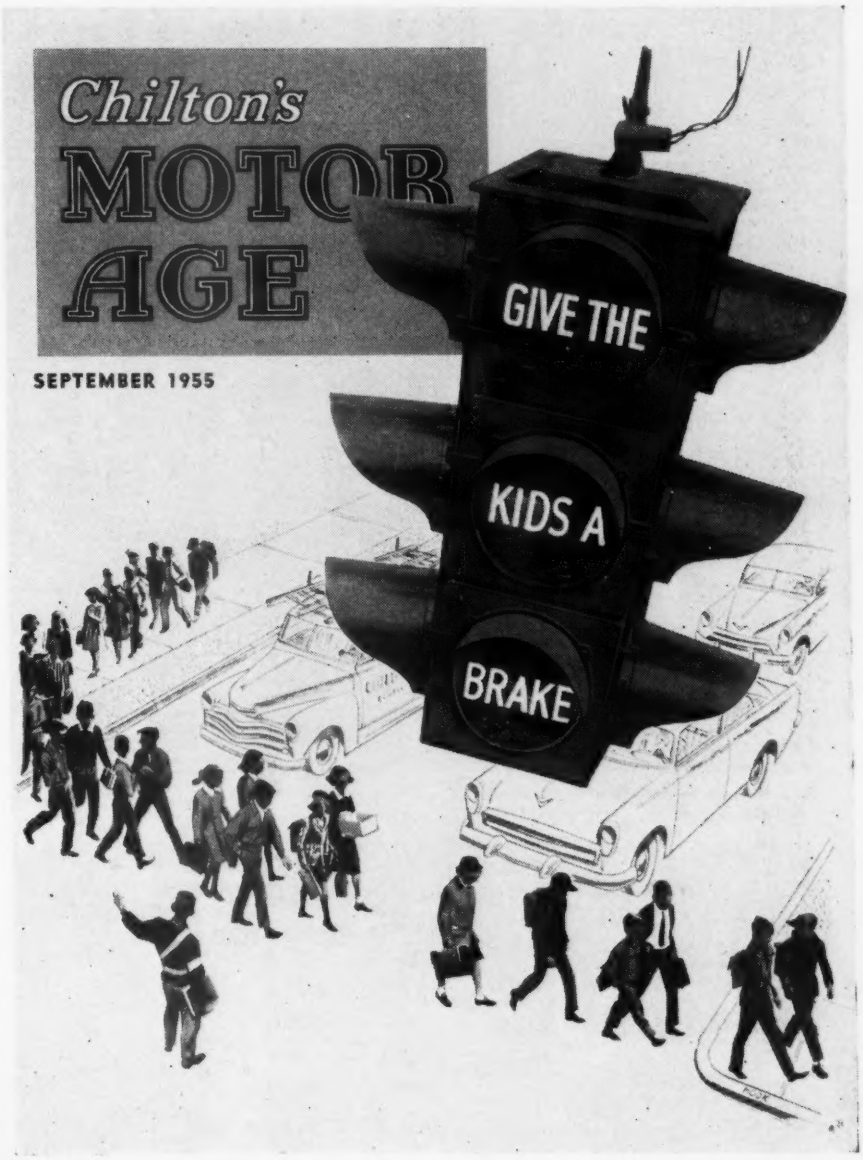
IF summer's heat kept you from sitting down and writing a letter in any of MOTOR AGE'S monthly Cover Contests, now's the time to carry out your original resolution with the approach of fall and cooler weather.

To enter the contest for the artist's original painting of the September cover (reproduced at right), simply write a letter on your business stationery telling the editors of MOTOR AGE: "What I Liked Best About This, the September Issue of MOTOR AGE." Sign your name and title.

The contest is opened to all subscribers of MOTOR AGE (excepting employees of Chilton Company, publishers of this magazine). There is no entry fee. All letters received become the property of Chilton Company and none can be returned. Deadline for the September contest is Saturday, October 15, 1955.

The winner will be announced in the November issue of MOTOR AGE and the winning letter published therein.

The full color painting is a large illustration measuring 16½ inches x 22 inches. It will be delivered to the writer of the winning letter suitably framed for hanging in his place of business, his office, his den or game room.



PRESENTATION of the June cover painting in an attractive frame (note background) was made last month to Richard G. Pfeiffer (right) by MOTOR AGE Editor Frank P. Tighe. Mr. Pfeiffer is the owner of an automotive suppliers' firm in Orange, N. J.

Writing style, grammar, are not essential factors in winning any of the monthly contests. It's your ideas, your thoughts on what you like best in this issue that will count.

Already the attractive cover paintings of the May, June, and July issues have been awarded. In May (the volunteer firemen subject), the cover painting was won by an Illinois subscriber who is a co-partner in an independent repair shop business.

In June, the award went to a wholesaler in New Jersey (see photo at left) and July's winner was a car dealer in Oklahoma. Photographs of the Oklahoma presentation and dealer's winning letter will appear in next month's issue of MOTOR AGE.

Don't delay, write and mail your entry letter today!

What To Do With

Restoring flooded cars is a task facing Eastern Seaboard Service Specialists. Here are MOTOR AGE'S ground rules

THOUSANDS upon thousands of automobiles were engulfed by flood waters stirred up by the teeming rains of Hurricane Diane. The Eastern Seaboard in particular was hit in perhaps the worst series of floods and washouts in modern American history.

Service specialists and their shops naturally are rising to meet the occasion. To help them in this vital task of salvaging and restoring flooded cars, the editors present this MOTOR AGE "Special."

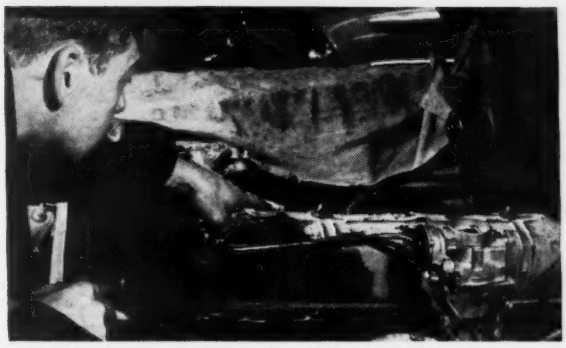
The first precaution when dealing with a flooded car is to tow it to your shop. Don't try to run it. After the car is in the shop, determine just how high the water level was. If it just came up above the brakes and not as high as the engine, the wheels should be removed, the wheel

(*Continued on page* 76)

Interior of car should be washed first with clear water and then blown with compressed air. Lubricate window regulators.

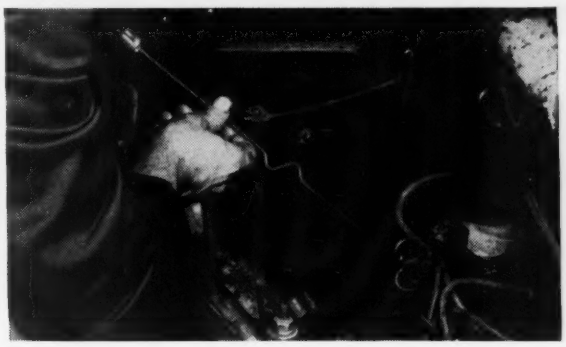
First precaution is to tow car to shop and then determine highest level reached by the flood waters.

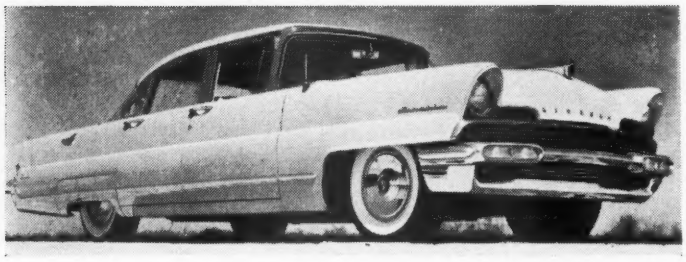
If entire car was under water, a quick clear water spraying is allowed. Then dismantle entire engine.



How far up the water came under-the-hood is also of prime importance. Here water reached top of engine.

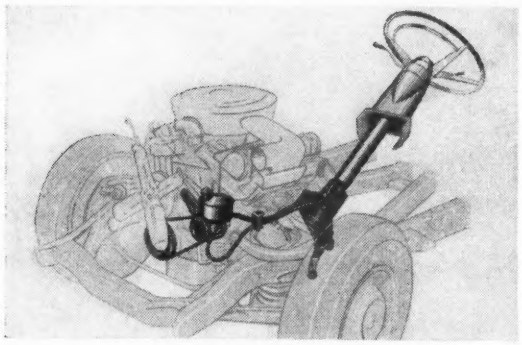
Check fluid level on cars equipped with automatic transmission. If water is found, drain and flush.



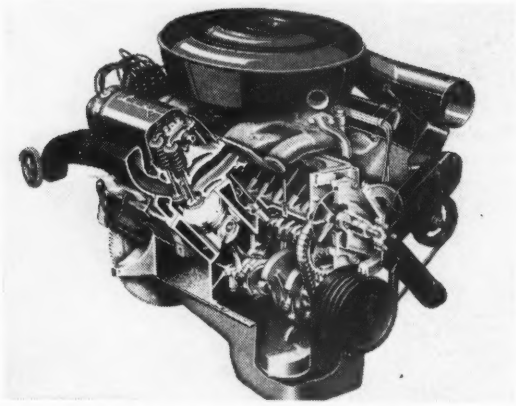


Four-door sedan of the Capri series shows Lincoln's "new look." Car this year is 7 in. longer and 2½ in. lower.

Lincoln for 1956 Features New Styling



Lincoln's new "in-line" power steering unit. New unit allows steering power at all times.



View of 4 X 3.66 in. bore and stroke, 285 hp engine which has nine to one compression ratio.

Under-the-hood view shows engine installation, power brakes assembly, and other components.

Safety items receive considerable attention in new models. Equipment made available by Lincoln includes seat belts, a retractable steering column, and double grip door locks

Hardtop convertible of the Premiere series. Its engine can develop 285 hp and in torque, deliver 401 ft lbs.

NEW styling and new performance herald the introduction of the 1956 Lincoln line. The cars are available in two series and five body styles. Top series in the line is the Premiere with the established Capri as the standard model.

These new cars have a wheelbase of 126 in. and are powered by a high compression OHV V-8 engine of 285 hp.

Safety Improvements

In addition to advanced body styling and many technological changes, Lincoln features much in the way of safety improvements. The steering column has been retracted and is fitted with a new type steering wheel which provides a 3½ in. energy absorbing cushion between the outer rim of the wheel and the retracted top of the steering column.

New double grip rotor type door locks are standard equipment. These locks are said to withstand three times normal impact in collisions before opening. With the new models, safety belts are available. To prevent glare, the instrument panel top has been covered with a vinyl plastic material. The rear view mirror has been vinyl-coated to reduce shattering.

Engineering advancements for 1956 include, in addition to the new engine, In-Line power steering, new shock absorber valving, an improved automatic transmission, a new carbureter air intake, a new propeller shaft location, and a 12-volt electrical system.

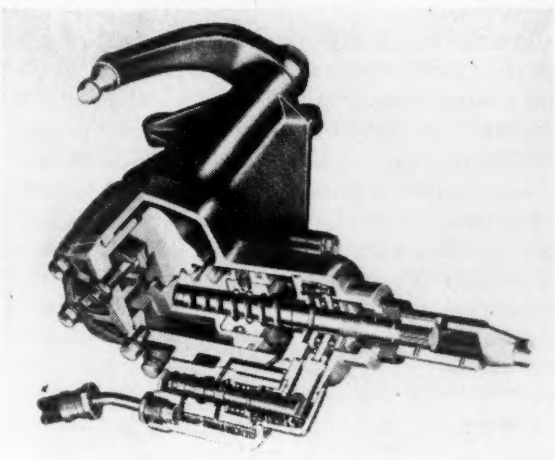
The engine has a displacement of 368 cu in.—4 x 3.66 in. bore and stroke—and a compression ratio of 9 to 1. It has a maximum torque output of 401 lb ft. Among its new components are the block, crankshaft, camshaft, oil pump, and ventilating system.

Better breathing has been obtained by providing a new rocker arm ratio of 1.6 to 1 which gives an effective valve lift on both intake and exhaust valves of 0.417 in. Exhaust valve head diameter has been increased to 1.635 in. The new intake manifold has a 24 per cent larger capacity, and the exhaust manifold capacity has been increased 10 to 15 per cent. A dual exhaust system is used with the engine.

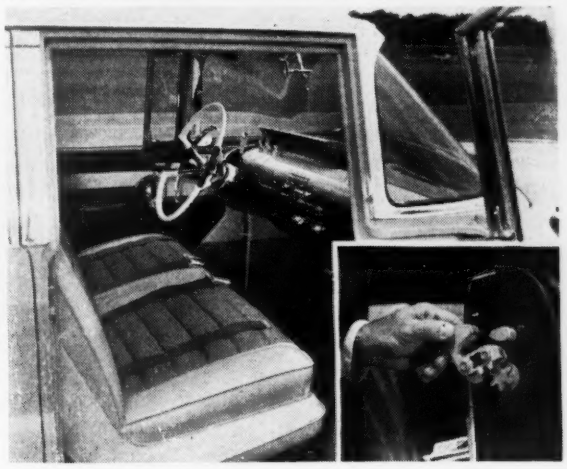
The camshaft has been redesigned with a reduced shaft diameter. By reducing the shaft diameter, more area at the sides of the lobes is exposed, and this greater area lends itself to closer metallurgical control. The camshaft gear, which requires a special heat treatment, has an additional boss to lower its rate of cooling as compared with the lobes. Due to the new metallurgical processes, the entire camshaft is said

(*Continued on page* 58)

Cutaway of Lincoln's integral power steering unit.



View of seat belts. Insert shows special door lock.



Front of dealership. Note gas station facilities at right. Used car lot (not in photo) is further left.

At his former location, this Keystone state dealer had no car wash facilities. Read why a modern car washing setup was on his "must" list when he moved to his new location

Keep in Touch with Your Customers Thru

Efficient Car Washing

TODAY'S Service Specialist, be he in the car dealership or in the independent repair shop, knows that close contact with his customers is as vital as a midnight snack to Dagwood Bumstead. You can not sell your customers replacement parts or repeat services over any extended period of time if the customer isn't sold on you and your place of business.

An excellent means to keep up this friendly, face-to-face relationship is to offer standard services (at competitive cost) that will bring him into your place of business regularly. In short, it is up to you to help him develop the habit of leaving his car with your dealership or service shop for regular maintenance. When it comes time for major repairs or the purchase of a new or late model used car, you will be in the position of having a good lead off second while your competition has yet to get on base at all.

Efficient car washing service stands as an obvious route to friendly and repeated customer relations. From the time element, car washing steps into the limelight. Car washing is generally a weekly proposition while lubrication and oil changes occur for the most part on a monthly basis.

Customer Pride

When you get right down to it, the customer who has been imbued with a sense of pride in

illiam Stahl sits in his 1917 Chevrolet and holds th Bob cup won at recent antique car competition.

1 Washing the front wheels of the car. This operation immediately follows the first clear water rinse by means of an overhead-suspended spray arch.

2 Detergent spray cycle. As arch's jets emit water and detergent, operator follows the path of the arch performing necessary sponging operations.

3 Final sponging operation before final rinsing. Arch shuts off automatically after each cycle for interval pre-set on equipment's control box.

4 Final rinse cycle. Arch will traverse length of car four times. At any stage operator can alter or halt cycles by changing the control box setting.

g Service

keeping his car clean is the type of customer already disposed for service and body work aimed at keeping that car looking and running well.

Up in Southampton, Pa., for example, Wm. H. Stahl Chevrolet, Inc., makes no bones about utilizing its modern car washing equipment.

"At our previous location" says affable, civic-minded William Stahl, president of the dealership, "plumbing and drainage conditions made it impossible to furnish a car washing service of our own. We had to farm out car washing jobs.

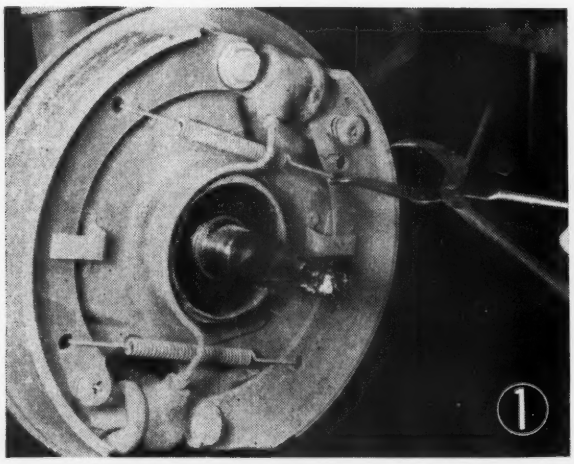
"It wasn't long until we noticed some customers going directly to this other establishment for their car wash and while there, buying other

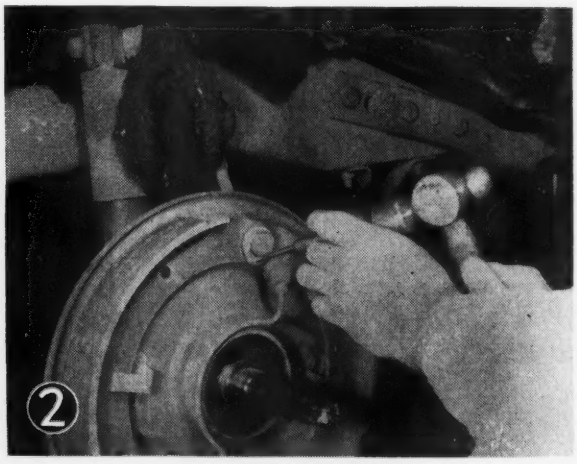
(*Continued on page* 98)

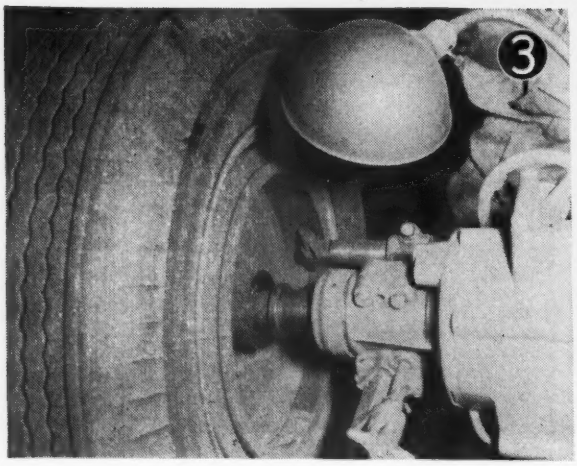
For Safety's Sake

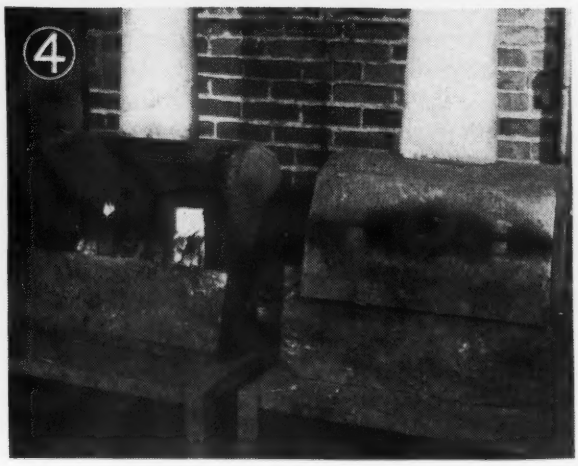
Sell Your Customers Complete Brake Service

When selling brake service remember that the finest lining cannot function properly unless the entire brake system is in good order









SELLING brake reline jobs can be an easier matter if the details of the job are explained clearly to the customer.

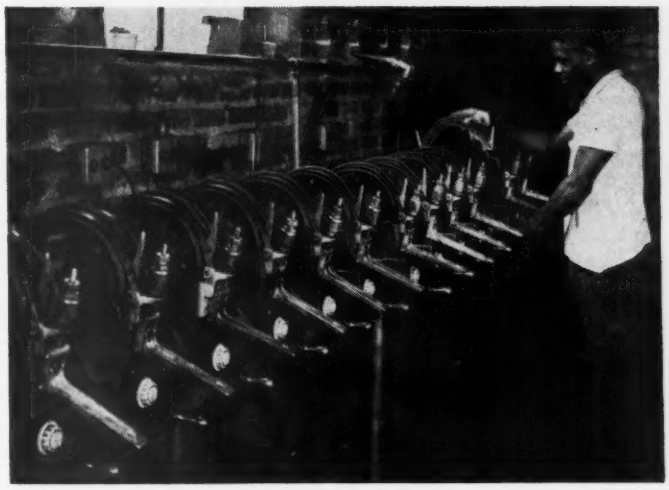
On most of our newer cars equipped with automatic transmissions the brake lining will wear out around 15 to 20,000 miles.

The cost of new brakes run about $25. This is considerably less than two mills a mile, a very reasonable sum indeed. So a car with 10,000 miles should have the wheels pulled and the brakes examined. Also the brake drums, wheel cylinders, master cylinder, hoses and lines should be carefully examined.

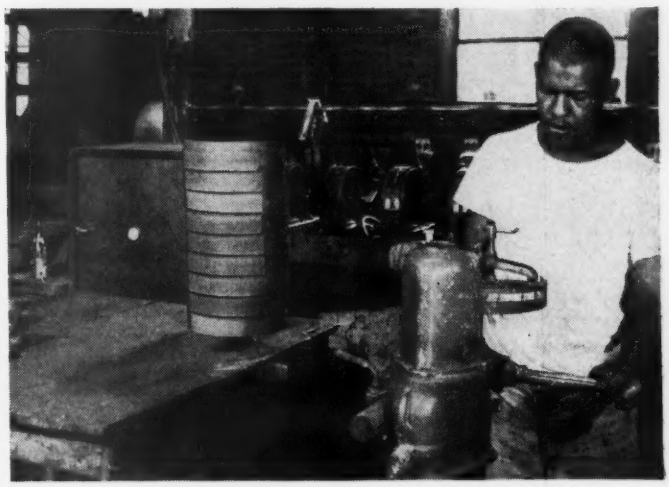
Check Brake Drums

Many shops think in terms of relining and adjusting only. It must be re-

(*Continued on page* 78)



Bonding machines in Camden Automotive shop. Other photos of this N. J. firm are photos 4 and 5 and immediately below.



Photograph directly above depicts final step in procedure. Operator is grinding lining to proper contour of the drum.

1 **After the wheel is pulled the first step in removing shoes is to disconnect the pull back springs with special pliers.**

2 **Removing the "C" washer from the brake shoe anchor. Operator makes use of a drift pin for this task.**

3 **Scored or out-of-round drums need attention. Here, one is shown being turned down on a brake drum lathe.**

4 **Shoes are put in a special furnace to remove the old brake lining. Lid is raised on the lefthand furnace.**

5 **Clamping new lining to brake shoes. This operation is performed before shoes are applied on the machines.**

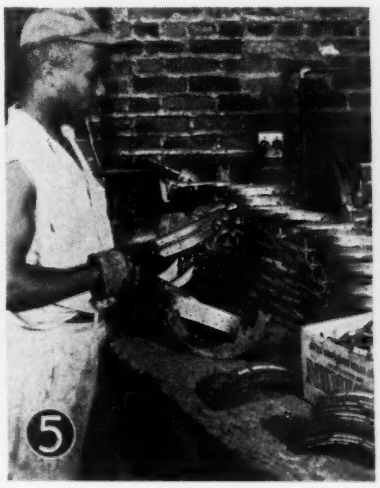
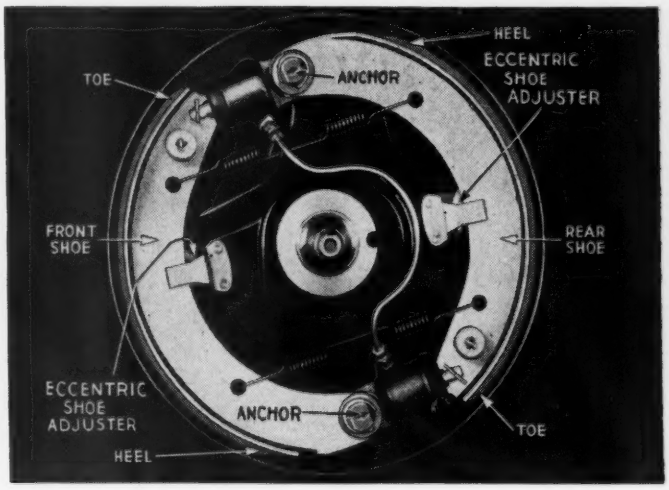


Diagram of a brake assembly. This illustration provides a detailed view of the major parts found in a brake assembly.

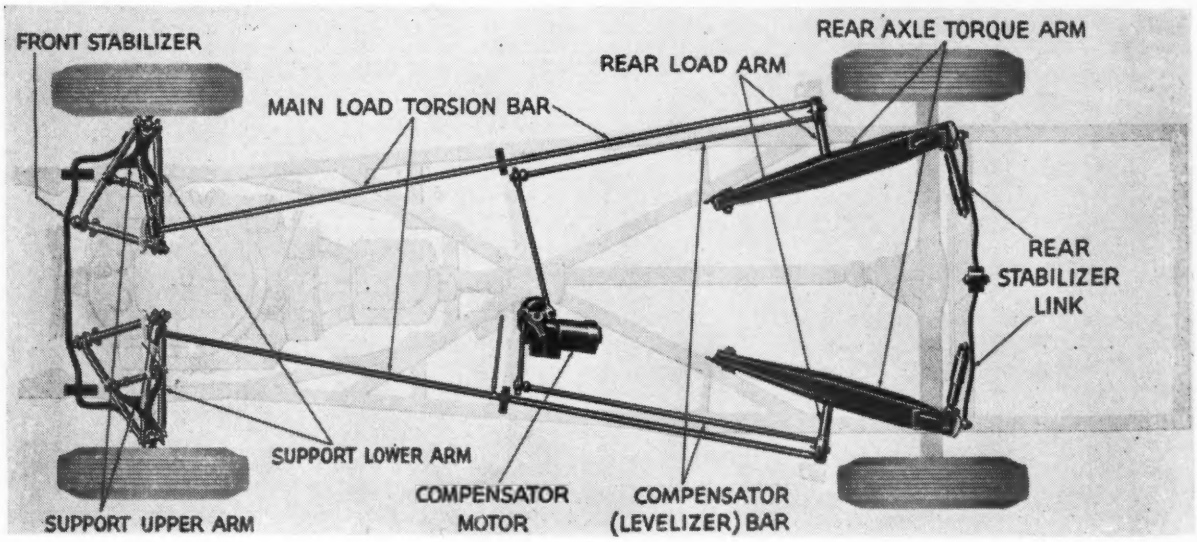


Getting Better Acquainted with

Packard's Torsion Level Suspension

Torsion level suspension can mean new business. Getting the service lowdown now will help you 'lead the pack' in profits.

A bird's eye view, Torque arms reduce "squat" and forward pitching, and stabilizers reduce sidesway.



by R. C. Rittenhouse
Associate Editor

ROUTINE servicing of the torsion level suspension system is no more difficult than servicing any other type of suspension. There are ten points in the system that must be lubricated with a pressure grease gun every thousand miles. The only additional lubrication involves greasing the link seats of the torsion bar if they are unloaded or removed for any reason. However, torsion bars will rarely need replacement unless the car is damaged in a collision.

The most important points to remember in servicing a car equipped with torsion bars are: (1) Before raising the car on a lift or hoist, for any reason, the compensator control switch must always be turned to "off" position. (The switch is located at the left of the steering column below the dash board.) This prevents the mechanism from attempting to "levelize" the car as the weight is being shifted. (2) While raising the car make sure that the lower wheel support arms are seated properly on the hoist. If not, the lower ends of the front shock absorbers may be damaged.

The main parts of the Packard torsion suspension system are two full-length torsion bars that run from front to rear along the frame side rails. The hexagon-shaped bar ends fit into load arms. The front and rear load arms pivot on needle type bearings in their individual brackets.

In Operation

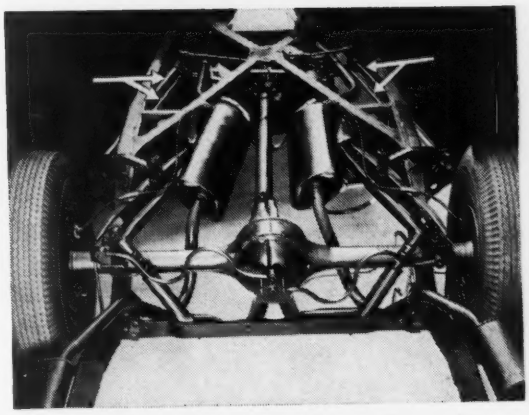
Briefly, this is what happens in the operation of torsion bar suspension: When the car wheels travel up and down, as they do while going over bumps, the link ends of the load arms also move up and down. This movement by either arm increases or decreases the amount of twist in the bar. The twisting force is transmitted by the bar to the arm at the opposite end increasing or decreasing the load on the link end. The arms are being loaded against each other in this process. This principle provides a level ride by preventing torsional stresses from reaching the car. In other words, these twisting bars replace the coil or leaf springs in absorbing road shocks.

In order for the suspension to operate properly the torsion bars must carry an initial load of their own. The bars are "wound up" or twisted to a specific degree during assembly into the chassis.

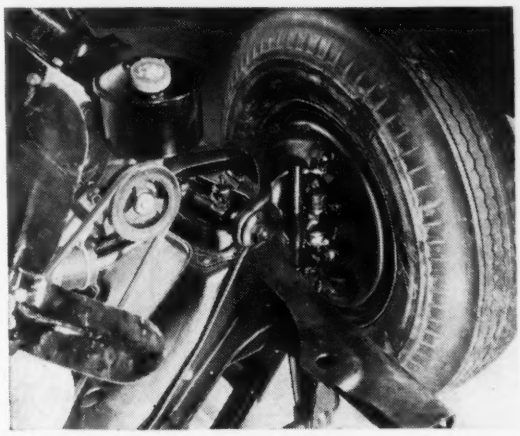
The Compensator

The compensator that Packard has added to its suspension system keeps the car at about the same height regardless of load. It consists of two torsion

(*Continued on page* 86)

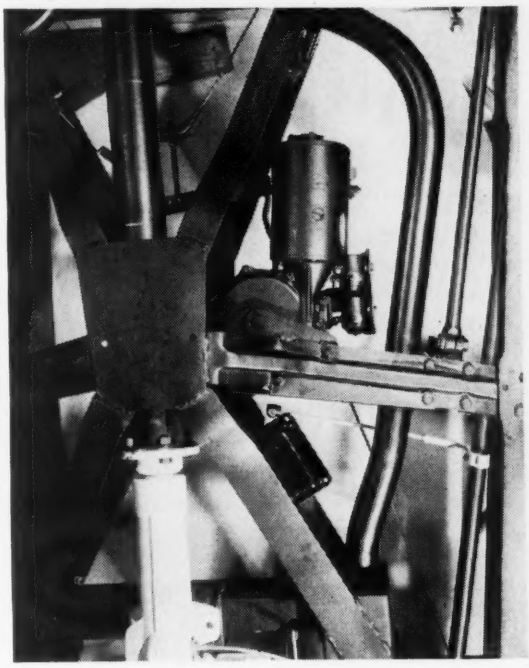


Looking forward along the frame the main torsion and compensator bars can be seen (arrows). Rear stabilizer link and torque arms can be seen.



A left front end view of the upper support arm and inner shaft, and shock absorber mounting.

This overhead shot gives a detailed view of the compensator motor with torsion bars on right.



The first step in reupholstering arm rests is to roughly cut out the covering material to be used.

Place the cloth over the arm rest and chalk a line along the outside. Top of arm rest faces installer.

BODY SHOP

Often overlooked in the push for "big" business are many profitable small jobs such as door trim work. Add a sewing machine and multiply profits

Reupholstering Arm Rests

IF YOU offer a seat cover installation and fitting service in your body shop, you will find it worth your while to expand operations slightly to include door trim repairs.

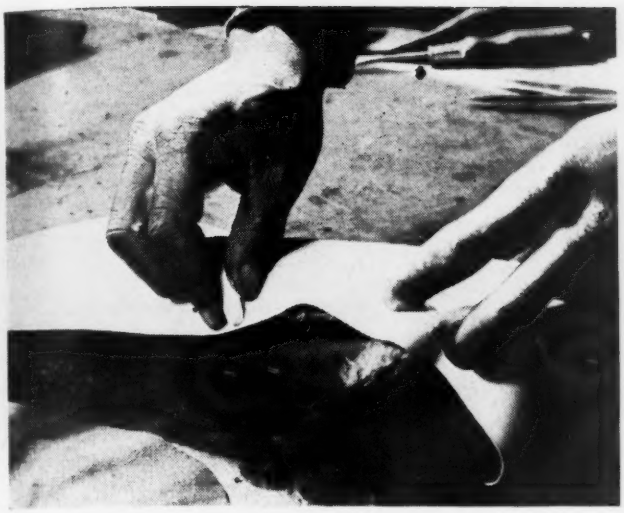
Only a small amount of extra equipment is required. You will need a common type sewing machine, several neutral colors in upholstery fabric and several small rolls of simulated leather (plastic) fabric. Common button or carpet thread does nicely for joining of cloth or cloth plastic sections.

In the June, 1955, issue of MOTOR AGE, a step-by-step photographic description was given of reupholstering of door panels. A more advanced trim repair, yet closely tied-in with this operation, is the reupholstering of arm rests.

Here's how to do it: Place arm rest on fabric and cut out in rough fashion allowing about the same margin as the thickness of the arm rest in any direction. Arm rest is then placed in such a position that outside is on the top or facing you.

With arm rest in this position, chalk around the outside. Fabric is cut off along chalk line of outside edge only. A small notch is cut in the fabric at either end in such a position that it will line up with the inside corners of the arm

(*Continued on page* 97)



The plastic material is placed over the top of the arm rest and is marked off the same as the fabric.

The fabric and plastic are sewed together after being cut to size. Note the quarter inch margin.

After sewing, turn the material right side out. Sewing stitches will be inside when this is done.

Bottom and side fabric material is pulled tight over the rear section and placed over retaining hooks.

With filler cotton properly placed pull the new cover into its correct position over the arm rest.

Bend the retaining hooks down tight, cut off excess material at the corners and reinstall arm rest.

Up-To-Date Body Parts Price List

1955 Various Models

Chrysler

1620930—Inner Qtr. Panel, R.—Conv.	12.50
1620928—Inner Qtr. Panel, R.—Spec. Club Coupe	12.50
1620704—Outer Qtr. Panel, R.—4-dr.	62.50
1620716—Outer Qtr. Panel, R.—Conv.	92.50
1548985—Body Center Pillar, R.—4-dr.	22.75
1548285—Front Door Manual Regltr., R.—4-dr.	5.50
1548364—Front Door Manual Regltr., R.—Conv.	6.75
1604787—Front Door Electric Regltr., R.—All	18.65
1604903—Qtr. w/w Electric Regltr., R.—Conv.	16.00
1541935—Front Fender, R.—C67	57.25
1624375—Front Fender, R.—C68-300	57.25
1553964—Front Fender Shield, R.	17.40
1541498—Hood Panel	75.00
1541942—Grille Out. Exten. Panel—C67	23.40
1541660—Grille Out. Exten. Panel—C68	23.40
1597171—Front Door Check —exc. C70	.65
1548778—Rear Door Check —All	.60
1620391—Deck Lid—all	55.25
1620506—Deck Lid Lift—C67	2.95
1620268—Deck Lid Lift—C68	5.95

DeSoto

1620528—Front Door Stripped, R.—4-dr.	65.50
1620516—Front Door Stripped, R.—Conv. & Special Club Coupe	76.75
1620544—Rear Door Stripped, R.—4-dr.	65.50
1620532—Front Door Repair Panel, R.—4-dr.	21.60
1620555—Rear Door Repair Panel, R.—4-dr.	21.10
1620585—Deck Open. Up. Panel—4-dr. & Club Coupe	13.50
1620740—Deck Open Lower Panel—exc. Sub. & 8 sedan	7.25
1620930—Inner Qtr. Panel, R. —Conv.	12.50
1620928—Inner Qtr. Panel, R. —Spec. Club Coupe	12.50
1620702—Outer Qtr. Panel, R.—4-dr.	58.50

DeSoto—*continued*

1620714—Outer Qtr. Panel, R.—Conv.	92.50
1548985—Body Center Pillar, R.—4-dr.	22.75
1548285—Front Door Manual Regltr., R.—4-dr.	5.50
1598364—Front Door Manual Regltr., R.—Conv.	6.75
1604787—Front Door Electric Regltr., R.—All	18.65
1604903—Qtr. w/w Electric Regltr., R.—Conv.	16.00
1541525—Front Fender, R.	46.85
1553964—Front Fender Shield, R.	17.40
1541725—Hood Panel	64.65
1541573—Grille Outer Exten. Panel	13.05
1597171—Front Door Check	.65
1548778—Rear Door Check	.60
1620391—Deck Lid—All	55.25
1598604—Deck Lid Lift	3.50
1579206—Deck Lid Hinge, R.	2.15
1548028—Rear Deck Floor Pan	28.75
1597628—Wheelhouse Panel, R.—All, exc. Conv.	15.75

Dodge

1592764—Front Door Stripped, R.—4-dr.	53.50
1608838—Front Door Stripped, R.—Conv. & Special Club Coupe	63.50
1609590—Rear Door Stripped, R.—4-dr.	56.75
1544844—Front Door Repair Panel, R.—4-dr.	17.25
1577124—Rear Door Repair Panel, R.—Conv. & Special Club Coupe	19.80
1627945—Deck Open. Up. Panel—4-dr. Club Coupe	12.65
1609463—Deck Open. Lower Panel—exc. 8 sedan	6.85
1578516—Inner Qtr. Panel, R. —Club Coupe	13.50
1578790—Inner Qtr. Panel, R. —Conv.	9.50
1609576—Outer Qtr. Panel, R.—4-dr.	52.75
1609584—Outer Qtr. Panel, R.—Conv.	86.50
1627950—Body Center Pillar, R.—4-dr.	16.50
1592886—Door w/w Manual Regltr., front, R.—4-dr.	5.35

Dodge—*continued*

1592936—Door w/w Manual Regltr., front, R.—Conv.	5.75
1604450—Door w/w Electric Regltr., R.—All	12.25
1622346—Qtr. w/w Electric Regltr., R.—Conv.	13.45
1622339—Qtr. w/w Electric Regltr., R.—Spec. Club Coupe	13.45
1599879—Front Fender, R.	35.45
1599304—Front Fender Extension, R.	1.95
1612926—Front Fender Shield, R.	12.75
1627954—Rear Fender Stone Deflector, R.	5.85
1599976—Hood Panel	46.85
1624081—Grille Out. Exten. Panel, R.	1.75
1599090—Grille Center Exten. Panel, R.	1.25
1599014—Radiator Stone Deflector	7.20
1591542—Front Door Check —All	.65

Ford

B5S-4040310-B—Upper Back Panel—40	31.50
B5A-6040310-A—Upper Back Panel—60	10.55
B5A-7040320-A—Lower Back Panel, exc. 82	20.00
B5S-4040110-A—Luggage Compt. Door—40	50.00
B5A-7040110-B—Luggage Compt. Door, exc. 40	45.00
B5A-6427846-A—Qtr. Panel, R.—64	35.00
B5A-6027846-A—Qtr. Repair Panel, R.—60	35.00
B5S-4027882-A—Wheelhouse Panel, R.—40	37.50
B5A-7027882-A—Wheelhouse Panel, R.—60, 70	15.50
B5S-4020124-A—Door Assy., R.—40	75.00
B5A-6020124-A—Door Assy., R.—60, 76	55.00
B5S-4020530-B—Door Open. Outer w/Strip, R.—40	3.00
B5A-6020530-A—Door Open. Outer. w/Strip, R.—60	3.00
B5S-4001605-A—Dash Panel Assy.—40	37.50
B5A-7001605-A—Dash Panel Assy.—All, exc. 40	18.00

1955 New Passenger Car Registrations by Makes by States*

STATE AND MONTH		Buick	Cadillac	Chevrolet	Chrysler	De Soto	Dodge	Ford	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc. Dom.	Foreign	Total
Alabama	June	823	108	2866	166	122	294	2395	55		42	446	100	586	36	926	737	131	2		25	9,866
	6 Mos.	4358	603	11983	795	554	1522	12828	231	1	172	2115	387	3043	189	4780	3561	562	24	2	102	47,812
Arizona	June	599	105	1344	127	81	216	1250	49		23	254	114	325	54	492	361	75	6		51	5,526
	6 Mos.	1620	366	3609	392	225	655	3638	137	8	82	722	225	1101	152	1555	1147	238	22		116	16,010
Arkansas	June	201	31	747	27	25	83	679	19		12	124	22	196	9	228	192	28	4		8	2,635
	6 Mos.	1896	339	6278	396	289	921	6782	156	4	93	1172	170	1945	88	2511	1816	330	28	1	15	25,230
California	June	6755	1326	12901	1048	807	1810	11831	476	8	387	4544	981	4255	418	4063	4313	1198	35	1	1620	58,777
	6 Mos.	40831	9203	64388	7003	4974	12169	62764	2270	104	1981	22420	4723	25814	2342	24915	23837	6070	292	12	7782	323,894
Colorado	June	428	103	1487	134	81	221	1171	34		25	291	111	425	42	410	367	93	3	1	19	5,446
	6 Mos.	2462	677	6827	910	462	1143	6900	287	3	179	1611	519	2288	208	2405	2140	464	16	2	135	29,638
Connecticut	June	998	172	2041	335	171	372	1819	99		50	431	257	841	99	1034	778	173	5		229	9,904
	6 Mos.	5481	1212	9946	1731	912	2259	10310	507	13	246	2510	1120	4339	524	5520	4025	917	62		933	52,567
Delaware	June	303	40	563	55	49	127	633	2		19	127	29	191	17	355	183	34	4		15	2,746
	6 Mos.	1235	213	2696	184	171	446	2708	8	1	51	517	82	742	57	1125	759	133	14	1	49	11,192
Dist. of Col.	June	336	65	654	69	64	99	544	14		10	175	42	315	26	347	275	24	3		36	3,098
	6 Mos.	1628	457	3772	418	353	635	3011	75	6	65	767	188	1535	127	2384	1475	178	9		151	17,234
Florida	June	1354	331	4725	328	216	524	3596	100		97	927	144	1255	96	1258	1218	218	21	1	163	16,572
	6 Mos.	8621	2303	21922	1977	1246	2986	21365	551	9	530	4564	820	7347	551	7820	6360	1263	99	8	797	91,139
Georgia	June	1441	234	5322	262	178	589	4615	38	2	47	999	137	1327	85	1506	1534	236	4	3	31	18,590
	6 Mos.	6858	1061	19846	1200	812	2817	19395	126	19	225	3698	546	5317	342	6530	6471	1176	54	18	159	76,470
Idaho	June	241	51	640	73	46	133	438	31	1	16	136	63	213	29	183	198	72	2		9	2,575
	6 Mos.	1362	258	2580	387	245	646	2214	146	4	71	630	246	1009	101	984	1037	345	30		20	12,315
Illinois	June	5216	907	10919	1053	738	1491	7716	693	4	253	2468	837	4403	404	4542	3090	575	30	1	113	45,453
	6 Mos.	28431	6180	48844	6202	4142	9340	44047	3320	37	1172	12633	4015	23301	2152	25037	16803	3369	250	51	499	239,825
Indiana	June	2208	263	4504	427	394	737	3563	124		87	940	287	1421	155	1675	1392	448	15		34	18,674
	6 Mos.	12541	2093	23628	2791	2483	5090	23571	776	20	442	5096	1576	8739	853	10946	8611	3532	143	2	163	113,096
Iowa	June	897	121	2889	233	149	387	2322	79		48	525	159	724	75	818	665	193	10	1	19	10,314
	6 Mos.	5104	802	13613	1313	826	2358	12609	344	11	201	2729	653	4173	359	5003	4037	928	39	4	73	55,179
Kansas	June	707	131	2573	184	114	295	1891	83	1	28	402	184	602	68	777	890	102	6	2	20	9,060
	6 Mos.	4563	806	11827	1054	726	1943	11415	384	13	194	2354	918	3694	328	4529	4668	736	48	4	74	50,278
Kentucky	June	758	78	1912	115	100	233	1797	33	1	21	307	81	453	42	675	491	91	2		2	7,192
	6 Mos.	4152	516	10077	732	537	1613	9455	176	6	83	1530	404	2772	231	3730	2664	624	47	1	17	39,367
Louisiana	June	698	116	2560	141	106	254	2532	21		35	421	90	742	50	777	725	165	5		22	9,460
	6 Mos.	3713	705	11992	749	572	1542	13497	102	8	156	2019	332	3755	247	4394	3991	839	34	1	90	48,738
Maine	June	243	36	754	51	67	137	604	45		19	126	74	157	21	381	220	52	6		24	3,017
	6 Mos.	1338	226	3890	305	304	679	3228	167	3	65	707	330	887	116	1789	1161	298	37	4	100	15,634
Maryland	June	942	136	2683	190	248	414	2356	58		42	487	114	787	90	1281	715	166	5		51	10,765
	6 Mos.	5783	921	14081	1178	1162	2582	12690	319	6	196	2614	567	4110	398	6829	4366	929	49		221	59,001
Massachusetts	June	1438	226	3102	354	275	524	3129	124	1	78	560	446	1415	96	1632	992	141	6	4	181	14,724
	6 Mos.	9927	1701	18885	2479	1940	3752	20303	770	18	424	4028	2276	9037	683	10401	7035	1057	74	8	890	95,688
Michigan	June	5527	687	11351	850	777	1909	10113	221		227	2810	529	3424	332	4217	3433	352	20		85	46,864
	6 Mos.	30784	6262	57328	5250	4000	11670	57034	1216	28	1056	13438	2551	19881	1864	22988	18293	2111	180	4	406	256,344
Minnesota	June	1076	205	2810	257	180	428	2669	98		29	468	179	1120	91	929	732	211	3		16	11,501
	6 Mos.	5950	1143	12149	1452	1165	2431	14376	372	12	226	2413	741	5782	524	5294	4190	1203	68		86	59,577
Mississippi	June	450	71	1474	81	67	161	1269	21		17	255	29	330	34	582	431	77	2		1	5,352
	6 Mos.	2828	433	7787	503	449	1027	7440	125	5	90	1291	167	1858	139	3360	2211	412	22		11	30,158
Missouri	June	1526	281	5000	346	341	572	4085	58	3	71	894	270	1483	92	2338	1567	254	11	2	49	19,243
	6 Mos.	8163	1423	20509	1679	1612	3015	20832	284	19	296	4351	1004	7257	431	10385	7053	1276	66	6	165	89,826
Montana	June	183	48	656	62	26	134	511	33		10	118	46	180	30	201	179	55	2		3	2,477
	6 Mos.	945	265	2752	307	183	646	2538	168	5	60	532	154	968	138	970	869	288	17	1	15	11,821
Nebraska	June	569	72	1162	108	91	179	1172	36		10	285	59	364	35	393	328	75	7		3	4,948
	6 Mos.	3476	523	6574	769	511	1231	7619	127	5	106	1630	288	2294	188	2866	2185	480	35		19	30,926
Nevada	June	132	15	241	29	26	63	288	7		4	62	2	96	29	124	113	77			16	1,324
	6 Mos.	591	138	957	166	132	257	1083	23		36	274	41	524	104	542	433	345	2		84	5,732
New Hampshire	June	208	37	640	79	40	108	551	61	1	11	129	90	187	18	265	198	40	6		34	2,703
	6 Mos.	1016	156	3085	288	208	584	2391	208	3	61	558	308	772	98	1194	1026	219	20	2	131	12,328
New Jersey	June	2770	584	4475	719	567	927	4301	159	1	107	1228	332	2040	248	2361	1379	313	12		196	22,719
	6 Mos.	16105	3380	23503	4416	3343	5555	23965	869	24	551	7252	1632	10973	1392	14000	9442	1961	126	3	983	129,475
New Mexico	June	272	46	759	60	46	89	539	4		26	148	35	216	30	207	237	37	1		8	2,760
	6 Mos.	1534	250	3213	350	185	547	2927	35	1	98	743	124	1113	105	1089	1273	241	14	1	56	13,899
New York	June	6245	1289	11497	1732	1139	2119	9795	303	14	288	2783	991	5214	545	5885	3828	627	47	4	587	54,932
	6 Mos.	37614	8530	62450	10952	7096	14325	54027	1866	121	1588	15744	4752	31236	3003	34889	24151	4162	420	25	3129	320,080
North Carolina	June	1055	129	3004	236	216	318	2795	73	1	41	494	128	895	67	957	882	126	10		26	11,453
	6 Mos.	6027	959	14321	1341	1089	2154	15273	276	13	221	2698	518	4803	323	5423	4932	798	96	2	104	61,371
North Dakota	June	114	23	637	67	64	92	500	14		11	109	35	172	18	223	103	28	4			2,214
	6 Mos.	745	179	2260	308	264	572	2290	49	3	42	526	137	883	85	1212	605	178	11		3	10,352
Ohio	June	4537	636	9042	978	856	1858	8558	281	6	188	2333	608	3273	375	3611	3277	529	67	1	104	41,118
	6 Mos.	25502	4585	42494	5805	4835	11018	46210	1465	71	993	12207	2811	17796	2047	21286	17486	2817	573	14	553	220,568
Oklahoma	June	810	123	2305	135	104	182	1849	42		32	460	91	746	38	627	718	121	6		16	8,405
	6 Mos.	4244	740	9957	617	559	1111	9782	203	5	173	2100	399	3750	182	3123	3566	549	21		61	41,142
Oregon	June	804	156	2421	172	177	359	1872	96		51	516	215	767	76	732	711	200	6		89	9,420
	6 Mos.	3800	753	9105	871	816	1707	8074	450	7	220	2089	764	3230	264	3094	3157	848	64		332	39,645
Pennsylvania	June	5080	781	10043	1352	1087	2497	8687	356	7	243	2329	740	3580	595	5845	3499	623	98	2	211	47,645
	6 Mos.	25061	4180	43442	6641	5203	12068	41264	1654	62	910	10364	2935	17764	2403	27663	16630	3308	620	7	878	223,057
Rhode Island	June	283	62	666	96	63	127	574	42	1	13	109	96	260	38	405	210	87	2		35	3,169
	6 Mos.	1629	416	3583	514	373	744	3372	170	2	81	697	415	1533	150	2239	1090	379	14	3	172	17,576
South Carolina	June	454	65	1720	97	95	208	1372	52		38	247	42	408	21	543	438	72	3		16	5,891
	6 Mos.	2605	360	7596	433	467	1136	7814	153	4	103	1174	161	2132	147	2758	2306	399	24		104	29,876
South Dakota	June	151	19	426	35	18	92	397	15		5	83	37	102	19	149	85	36	5		4	1,678
	6 Mos.	1344	203	2824	289	188	673	2674	112	4	49	567	213	995	140	1309	777	246	34		9	12,650
Tennessee	June	955	116	3111	166	156	360	2479	54		35	566	119	995	69	1138	972	140	4	1	15	11,451
	6 Mos.	5142	691	12941	826	775	1990	12793	212	3	132	2454	492	4572	293	5770	4299	731	52	1	69	54,238
Texas	June	5156	1037	14633	862	553	1391	11883	167	3	234	2933	412	4211	217	4038	3912	594	20		56	52,312
	6 Mos.	20039	3868	49348	3261	2044	5567	46704	555	19	854	10353	1265	16720	910	15261	16219	2493	104	7	223	195,814
Utah	June	280	36	517	79	84	108	432	27		14	134	27	246	22	229	218	33			24	2,510
	6 Mos.	1726	262	2616	393	351	632	2451	94	1	70	705	132	1269	88	1100	1178	161	12		63	13,304
Vermont	June	146	25	491	50	28	67	345	16		8	65	71	102	14	200	114	38	3		27	1,810
	6 Mos.	689	104	2037	233	119	344	1605	44	1	20	322	220	496	52	898	549	158	11	2	60	7,964
Virginia	June	1244	167	2917	258	231	429	2907	85	2	53	544	178	856	97	1279	950	189	9	1	68	12,464
	6 Mos.	6485	1066	13240	1571	1297	2655	15080	452	21	248	3032	906	4770	467	7648	5064	1134	92	2	396	65,626
Washington	June	879	105	2225	214	180	410	1733	73	2	46	395	274	665	89	714	700	193	13		142	9,052
	6 Mos.	4323	677	9623	1039	958	2199	8649	379	10	214	1861	1104	3338	398	4050	3234	844	62		606	43,568
West Virginia	June	572	62	1322	184	133	423	1247	68	2	28	322	120	411	62	756	484	113	23	3	11	6,346
	6 Mos.	2549	328	4978	795	531	1856	5092	200	7	95	1210	369	1721	221	3280	1906	468	77	3	37	25,723
Wisconsin	June	1791	250	2908	310	239	474	2623	228	2	50	604	622	1294	117	1161	915	164	17		51	13,820
	6 Mos.	8117	1343	13524	1759	1371	2923	13921	961	30	242	2943	2502	6502	511	6238	5084	1046	134	4	212	69,367
Wyoming	June	113	33	361	41	24	44	272	16		6	89	17	113	26	98	126	14			4	1,397
	6 Mos.	756	170	1637	217	158	291	1471	69		46	416	79	675	81	595	542	82	17		13	7,315
Total	June, 1955	69974	11740	164000	15027	11639	25068	140699	4883	63	3225	36202	10666	54383	5356	63567	50075	9633	575	28	4569	681,372
Total	June, 1954	52753	11650	152028	8728	6701	14114	168804	3713	891	3812	27972	8792	44234	3105	42776	33883	8170	1914	339	2374	596,753
Total	6 Months, 1955	381693	74029	756317	85241	63217	146026	741481	23643	780	15509	178380	47281	290555	26796	343711	265714	53325	4359	206	21366	3,519,629
Total	6 Months, 1954	259589	53727	697852	55493	40638	78380	706577	17086	4794	19805	152456	43815	195125	22677	216428	181388	47968	9700	2022	11480	2,816,800

* Data from R. L. Polk & Co.

READERS' TROUBLE

by **Jack Montgomery,** Technical Editor

- **Pickup and idling problems**
- **Won't start when hot**
- **Front end goes out of line**
- **Increasing compression**
- **Knock at acceleration**

Still Having Trouble After Five Valve Jobs

I have a 1951 Cadillac that is having valve trouble. The engine ran well until after the first valve job. Since then it has had five valve jobs and all have gone bad. I have put in all new lifters, new fuel pump, distributor cap, checked distributor and coil and had the carburetor overhauled. On the road this car runs well, but is slow on pick-ups. If this engine is given full throttle while standing, it will reach a speed of 3000 to 3600 rpm and then the valves will stick and it pops through the carburetor. When brought back to idle the engine runs rough and stalls and compression leaking can be heard through the carburetor. The engine does not have to be hot to do this. If it is idled fast enough so that it does not stall, in about 30 seconds the engine will idle smoothly again.

Grant Tomlins
Grant's Garage
Beacon, New York

IT IS unusual to have this valve burning problem. Your trouble might be due to insufficient clearance or weak valve springs. These cars should have between .070 and .104 inch clearance at the valve stems, when the lifters are held down. It is not unusual for these engines to pop under a full throttle while standing still. Actually, the valves are not sticking, the lifters are holding the valves off their seats. This is known as valve floating. The only way to overcome this condition is to install solid lifters. A lean mixture could also cause valve burning.

Engine is Tough to Start When It is Hot

I have a 1953 Lincoln which is difficult to start when hot. The trouble appears to be in the carburetor as a gasoline drip can be seen inside the barrel after shutting the engine off. This carburetor worked well when the car was new except it had a rough idle. Is there a modification on this carburetor?

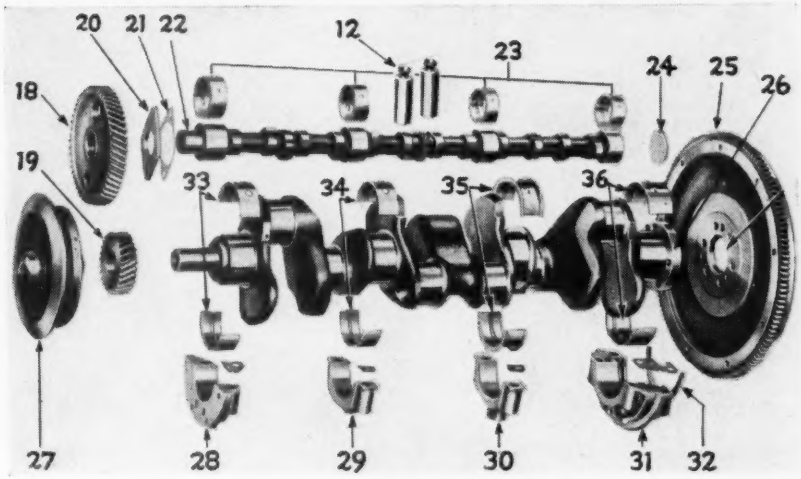
Al Gleitsmann
Gleitsmann's Esso Service
Canajoharie, N. Y.

YOUR trouble probably is in the carburetor and it could be due to the float level set too high or a warped top plate. First, I would suggest setting the float level correctly and then check the surface of the plate. Sometimes these plates can be sanded square on a surface plate and put back into service.

Trys 'Everything' But Plymouth Won't Track

I am having trouble with Plymouths that do not track properly. They handle well on a smooth highway, however. I have lined one Plymouth several times using from 1½ degrees negative to 1¼ degrees positive caster and the same

SHOOTING PROBLEMS



Moving Parts of a Chevrolet Engine

range of camber (the king-pin slant is correct). The car seems to trail best at 1 degree negative caster but only for 300 miles. Toein varies from check to check. All parts in the front end are tight and the steering sector and bushing are new. There is no play and I have had the fenders off and checked the frame for any possible cracks, but everything looks good.

Jack F. Miller
Miller's Garage
Dickinson, North Dakota

I WOULD suggest checking the lower pin bushings in the knuckle support, sometimes the support slides back and forth on them. Check the rear spring center bolts and tighten the U-bolts. Also make sure the shock absorbers are in good working condition.

Milling the Head to Increase Compression

I have a 1949 Pontiac 8 cylinder car that is not too fast on the getaway. I would like to increase the compression ratio as high as possible to give me more power. Would you suggest putting a thin gasket under the head, with or without milling or mill the head and use a regular head gasket? If you advise a thin gasket what kind is the best.

G. Kloek
Box 105
Wyckoff, N. J.

I WOULD recommend milling the head rather than installing a thin head gasket. I would also suggest taking .065 in. off of the head, this will increase the compression ratio to 7.5. While the head is off, grind the valves which always improves an engine's performance. Then carefully check the entire ignition and fuel system.

Chevrolet Has Knock At Sudden Acceleration

I have a 1947 Chevrolet which I completely reconditioned 1800 miles ago. Now at sudden acceleration it has a knock, it can be easily felt on the timing gear cover so I removed the cover and checked back lash and it's okay. I also tried shorting the plugs, but to no avail. The engine performs perfectly except the instant you accelerate fast.

H. L. Schumann
Schumann's Service Station
Giddings, Texas

SINCE this noise cannot be shorted out I would check the crankshaft for excessive end-play and also for a loose flywheel or vibration damper. To remove the crankshaft end-play, replace the lower bearing on the rear intermediate main bearing.

MOTOR AGE FLAT RATE AND SERVICE MANUAL

Flowing lines mark the new 1956 Lincoln 'Premiere' convertible. Car extends more than eighteen and one-half ft. long.

Top grain leather, hand-worked to softness, is used to trim interior of convertible. Note horizontal pleats on door panel.

Lincoln For 1956

Continued from Page 45

to have greater durability and improved cam-tappet compatibility.

Design of the crankshaft has been improved. Two center counterweights have been eliminated, resulting in a substantial weight reduction.

Lincoln for 1956 includes five models in the two series. The wheelbase has been increased from 123 to 126 inches and the over-all length from 215.6 inches to 222.8 inches. So low that the average person can look down on the top, the new Lincoln is only 60.2 inches in height.

It is in the new styling that Lincoln's new look is most apparent. Its sharply canted headlamps blend into the hood and horizontally textured grille like the styling of the experimental Lincoln Futura. Parking lights and turn indicators are housed in the upper impact bar of the grille.

Along the side of the car, only a slender spear of chrome, low on the body, provides ornamentation. The word "Lincoln" on the front fenders and either "Premiere" or "Capri" on the rear fenders near the tail lights, provide the only other contrast to the molded side.

By blending Lincoln's familiar tail lights with the jet-pod rear bumper guards (which double as exhaust outlets) the new Lincoln achieves a low, wide and ground-hugging look from the rear, heightened by the horizontal texture of the recessed deck area and rear impact bar.

The Capri series includes a coupe and a four-door sedan, while the Premiere line includes a coupe, a four-door sedan and a convertible. A range of 17 exterior solid colors, 35 two-tone colors and 29 interior color and trim combinations provides the widest choice Lincoln has ever offered.

The instrument panel of the new Lincolns includes a speedometer, clock, temperature and other gauges mounted directly in front of the driver in a hooded frame. A new feature is the mounting of power window lift control switches in the extension of the instrument panel con-

(*Continued on page* 72)

New PRODUCTS SHOW WINDOW

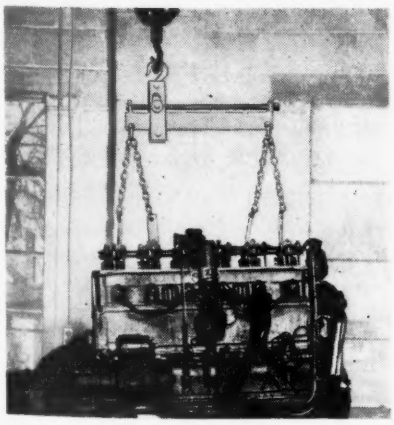
FOR FURTHER INFORMATION USE POSTCARD FACING NEXT PAGE

364
Glazing Tools

Car-Pak Mfg. Co.: A line of glazing tools for automobile glass installation has been marketed by this manufacturer. The line, which is said to speed glass work, consists of four tools: a flex-spanner windshield wrench with a deep cup head, T-spanner for removing wiper escutcheon spanner nuts, pry-bar, or scraper, and a dual purpose vent tool.

365
Engine Hoist

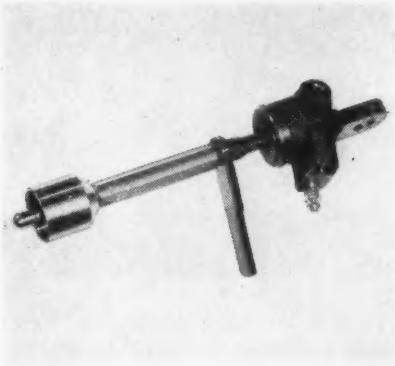
G & H Products, Inc.: This company has marketed an engine hoist that is said to make it possible for one man to remove any automotive



engine (with the transmission intact) in a few minutes. Capable of handling up to 1600 lbs. the hoist permits tipping of the engine to any angle while suspended, according to the maker.

366
Brake Tool

Win-Well Inc.: The brake tool marketed by this company is de-



signed for use on brake cylinders of all Chrysler-built cars and some trucks. The eight inch device is said to speed up the replacement of cups and pistons without damage or pinching. When tightened, the tool's tapered end bites into a worn cup for easy withdrawal and the other end is used for inserting the new part, the maker states.

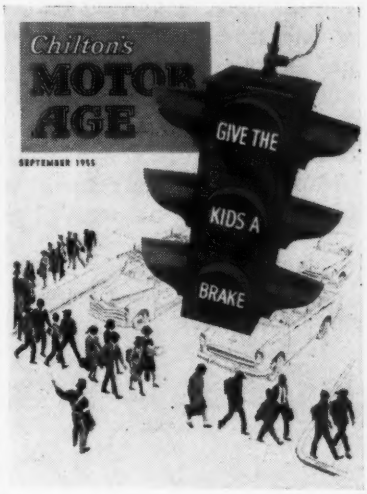
367
Carburetor Attachment

Penn Aircraft Products, Inc.: Vapor lock is said to be eliminated by a carburetor attachment introduced by this firm. The unit is attached to the carburetor and has its own filter element. The "Vapor-Taker" and kit, including fittings for all makes of cars, is furnished ready for installation the maker states. Special kits for multi-carburetor engines are also available.

368
Paint Dissolver

Creative Chemical Company, Inc.: It is claimed that R. P. O. paint dissolver-remover will dis-

(Continued on next page)



Win This Original Painting
See Page 41

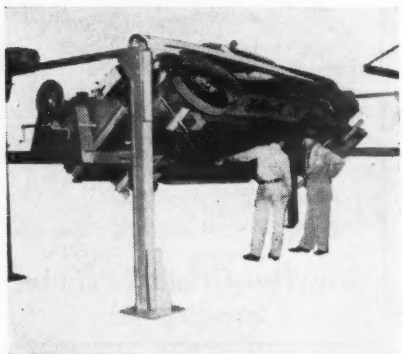
solve paint, varnish, or lacquer from any surface to which it is applied. The manufacturer states that R. P. O. removes paint completely down to the surface without harmful effect. This paint dissolver is said to eliminate scraping or sanding operations. According to instructions, the remover can be brushed, poured, or sprayed on the surface and then washed away with water.

369
Gasket Storage Bins

Felt Products Mfg. Co.: The Fel-Pro "GaskeTier," a new method for quicker handling of envelope-packaged, non-metallic gasket sets has been announced by this firm. The units are made of corrugated board and are designed for use with standard shelving, 12 to 18 in. deep, and 18 to 36 in. wide. They may be arranged horizontally or vertically, and in whatever combination is best suited to the individual requirements, the maker states.

370
Rotating Hoist

Metallizing Co. of America: An automobile hoist, called the Mogul-Hall Kar-Jig, has been marketed by this firm. The big feature of the electrically operated unit is said to be that it can tilt a car 90 degrees permitting engine and transmission work at eye level. According to the manufacturer, rotation of the car will not spill gasoline and so on. The unit also can be used as a conventional hoist.



371
Anti-Freeze

Commercial Solvents Corp.: An improved non-evaporating type anti-freeze has been marketed under the trade name "Peak." It features a blend of rust inhibitors which provides full rust protection no matter how little or how much is used to prevent freezing, the maker states.

372
Mesh-Type Abrasive

Minnesota Mining and Manufacturing Co.: A mesh-type waterproof coated abrasive product said to be resistant to filling and loading has been marketed by this firm. Called Wetordry "Fabricut," the material is composed of a cloth mesh coated with mineral grains.

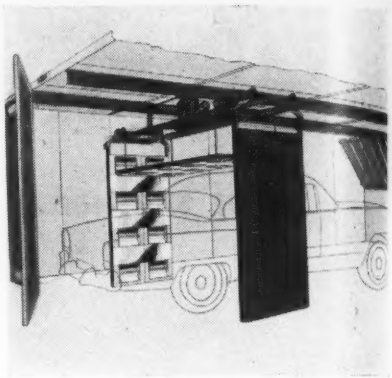
It can be used for either wet or dry sanding, by hand or machine, the 3M company states. The material is available in grits ranging from 100 to 400.

373
Glazing Compound

Ditzler Color Div. Pittsburgh Plate Glass Co.: A lacquer glazing compound has been marketed by this firm. According to the maker "Blue Glaze" can easily be worked without tearing, has excellent filling properties and good adherence to clean bare metal. It is further claimed that the compound does not sag on vertical surfaces and dries fast. The blue tint makes it a good ground color for the many light shades, it is stated.

374
Infrared Oven

M & E Manufacturing Co.: An infrared paint drying system for car and truck bodies is claimed



to utilize tubular quartz lamps with individual low or high heat controls for localized drying. The unit consists of two vertical lamp banks and a horizontal lamp bank all of which are suspended from an overhead tram which travels the length of the vehicle. The vertical banks may be adjusted for width and horizontal banks may be adjusted for height to attain maximum heat efficiency.

375
Magneto Tester

King Electric Equipment Co.: A magneto coil and condenser tester has been marketed by this firm. Designed for both fly-wheel and multiple cylinder magnetos, the manufacturer claims that it is most useful in the testing of mowers, chain saws, outboard motors and so on. The tester operates on 110 volts, according to King.

376
Leather Cleaner

Perfection Pluss: This maker has introduced a liquid for treating leather upholstery. Anti-static "Leather" Care is said to clean, enrich and protect leather and plastic materials and, in the same operation, also leave the treated area shock proof (anti-static) and dust repellent. Available in 8 ounce and gallon sizes.

USE THESE

Free + Easy

INQUIRY CARDS

The Inquiry Card—How It Works

EACH month Motor Age's New Products Show Window describes dozens of fast-moving items and money and time saving equipment from the country's leading manufacturers of dependable automotive products.

When you want more free information on any of these products, simply mark a circle around the same number on the postcard as appears under the item described. You may circle as many items as you wish. Use either or both cards. Separate information will be sent to you on each item. Be sure to give your full name and address.

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9/55

Frank P. Tighe, EDITOR MOTOR AGE
P. O. Box 76, Village Station, N. Y. 14, N. Y.

Please send me further information on the New Products, the code numbers of which I have circled below.

364. Glazing Tools
365. Engine Hoist
366. Brake Tool
367. Carburetor Attachment
368. Paint Dissolver
369. Gasket Storage Bins
370. Rotating Hoist
371. Anti-Freeze
372. Mesh-Type Abrasive
373. Glazing Compound
374. Infrared Oven
375. Magneto Tester
376. Leather Cleaner
377. Flexible Hose Bulletin
378. Exhaust System Manual
379. Tubeless Instruction Booklet
380. Replacement Glass Catalog
381. Muffler Brochure
382. Wheel Balancer Folder
383. Emergency Light
384. Colored Tire Walls
385. Car Wax Spraytainer
386. Seat Covers
387. Radio Power Booster
388. Car Safety Flare
389. Spark Plug Sockets
390. Drill Sharpener
391. Charger Line
392. Glass Grinder
393. Dry Charge Battery
394. Hose Clamp

Your Name.....Your Title.....

Your Company .....

Your Business: Wholesaler.....Repair Shop.....Car Dealer.....

Address .....(Street & No.)..... (City)..... (Zone)..... (State)

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Address .....(Street & No.)..... (City)..... (Zone)..... (State)

New Literature

377. Flexible Hose Bulletin

Atlantic Metal Hose Co., Inc.: Twelve types of interlocking flexible metal hoses are described in the booklet published by this company. The bulletin describes construction of the hose, types of metals available, ranges of sizes, metal thickness, and contains complete data on diameters, bending radii, weights, packings and fittings.

378. Exhaust System Manual

Kent-Moore Organization, Inc.: A 12-page manual containing illustrated instructions for installing Monoxivent Exhaust Eliminating Systems has been published by the maker. Detailed sketches illustrate the various duct system

(*Continued on next page*)

New Products . . . . .

Continued from Page 61

types, individual drawings show how each fixture is installed, and tables provide all the required duct, blower and trench depth specifications, it is said. Important blower information such as location, and so on is also included in the manual, according to the manufacturer. The manual is available at no obligation.

379. Tubeless Inspection Booklet

Armstrong Rubber Co.: The Tubeless Tire Instruction Booklet gives a complete description of tubeless tires. Instructions on mounting and demounting the tires, repair methods for gun, plug and vulcanized repairs are also fully described. The eight-page booklet is fully illustrated with step by step photographs that accompany the instructions. Copies are available free of charge.

380. Replacement Glass Catalog

Car-Pak Manufacturing Company: This company has published a parts catalog for shops handling glass replacement work. The catalog No. GS-1555, lists more than 200 replacement parts for automobile-glass installers and is now available, the company states.

381. Muffler Brochure

AP Parts Corporation: This company has published a 100-page catalog containing complete information on its line of mufflers and pipes, with applications for all cars, trucks and farm tractors. Also included is a special section on AP's line of heavy-duty exhaust system parts for most large trucks, including diesels. Two full pages describe merchandising aids available to AP wholesalers and dealers.

382. Wheel Balancer Folder

Hunter Engineering Co.: A four-page catalog describing its line of wheel balancers is now available from this company. The catalog covers the six groups manufactured for balancing wheels on cars, trucks, and buses. Features and specifications are given for each model. Copies of the catalog are free.

FIRST CLASS
PERMIT No. 36
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New York, N. Y.

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Sec. 34.9, P. L. & R.
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Chilton's MOTOR AGE
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Village Station,
New York 14, N. Y.

Readers Service Dept.

383

Emergency Vehicle Light

Trippe Mfg. Co.: Known as the "Hi-Ball" this light can be mount-

ed on any emergency vehicle, the maker states. Nine inches in diameter the chrome plated light is mounted on a roof-fitting base from which the entire light is said to be demountable when required. A cover plate is supplied for the base when the light is removed. The dome is made of Tenite plastic supplied in red, amber, blue, green or clear.

384

Colored Tire Walls

Premier Autoware Co.: A colored rubber, tire sidewall has been marketed by this firm. Easily installed and designed to fit all size passenger and light truck tires, "Color-Gard" is available in blue, green, yellow, red, pink and white, it is stated. The sidewalls are molded rings of rubber that fit between the tire bead and wheel rim. Fitting both tubeless and conventional tires, they are cleaned in the same manner as ordinary whitewall tires, it is claimed.

385

Car Wax Spraytainer

Liquid Glaze, Incorporated: This manufacturer has marketed its car polish in aerosol containers. Super Liquid Glaze in the spraytainer is claimed to reduce car polishing time by more than half. It can be sprayed on a car in five minutes, and wiped off in ten, with no polishing or hard rubbing required, the maker states.

386

Seat Covers

Ero Manufacturing Co.: The terry-cloth cover, designed by this company, can be used as a beach towel, robe or picnic blanket, according to Ero. It is at-

tached with elastic bands and can be easily removed for washing. Coming in bright colors of blue, gold, or green, these covers will go with any car, it is stated.

387

Radio Power Booster

Electrend Products Corpora-

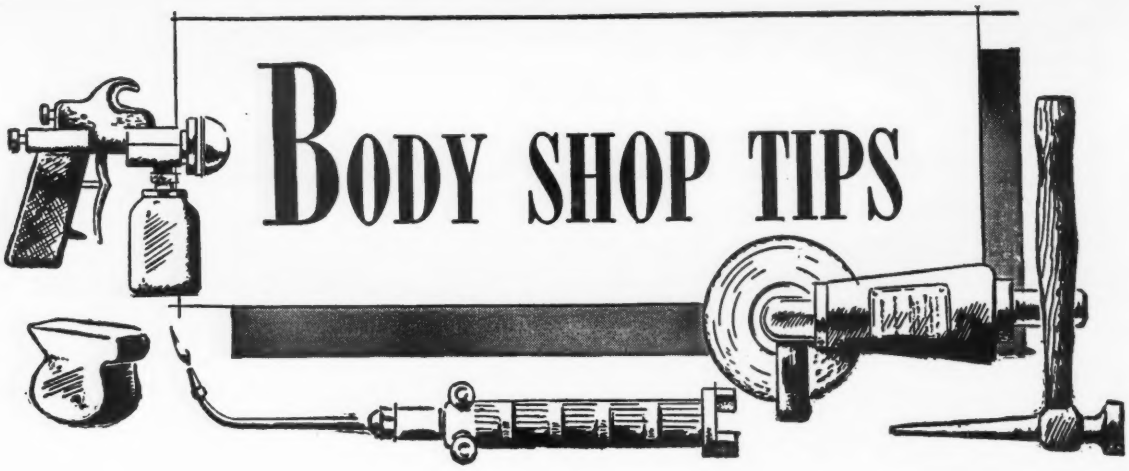
tion: Coiltenna, a device said to increase car radio power, has been marketed by its maker. It is claimed that this device eliminates dead spots, brings in weak stations and makes it possible for the user to get additional stations. It is installed on the existing car antenna and is available in two sizes to fit all cars, according to the company.

388

Car Safety Flare

Vari-Products Co.: A truck safety device has been modified by this firm to provide a flare that can be stored in glove compartments of automobiles. It is said that the red "Lucite" reflector of the flare can be seen over half a

(*Continued on page* 168)



BODY SHOP TIPS
are worth
$7.50

If you've developed an idea that has helped you to do body and fender work or painting better or faster, it may be worth money. Jot down the idea and, if necessary, make a rough sketch. Sometimes a snapshot will help. Just make the description of your BODY SHOP TIP clear, and if it is used, you'll receive a check for $7.50.

Thinner Dampened Rag Cleans Paint from Windows

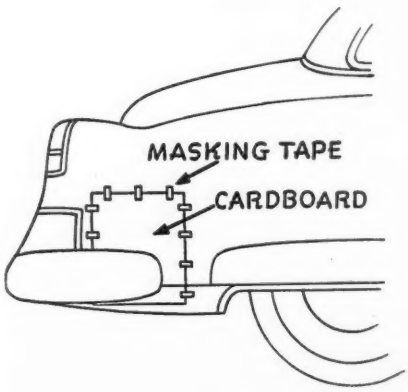
I have found a very easy way to clean windows after painting a car. Take a clean rag, wet with water and squeeze out excess. Then pour lacquer thinner on the rag and go over windows. Take a clean rag and go over the windows, this will remove mist spray and leave windows clean. *Elmer Bidwell, Gordon's Body Shop, 810 Wyoming Ave., Scranton, Pa.*

Short Cut for Brazing Ventilator Window Frames

I have found a way to save time and work when fixing broken Dodge ventilator window frames. Instead of taking the glass out, I use a torch and braze the bolt back to the frame. Then I get a 5 gallon can full of water and put the window in the can up to the bolt. This prevents the glass from cracking due to the heat of brazing. Then I braze around the bolt. *Frank DiSasso, 1000 Inwood Terrace, Palisade, N. J.*

Way to Protect Fenders When Removing Bumpers

When the rear bumper has to be removed on a car, that we are refinishing, the rear fenders are always getting scratched. I have



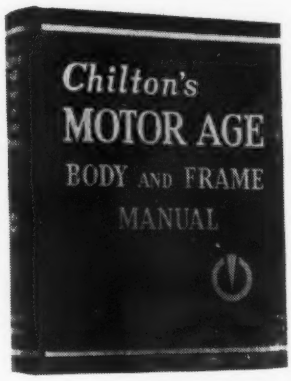
found that by putting a large piece of cardboard on both rear fenders, held on by masking tape, this trouble is avoided. The cardboard can be slipped out very easily. *John R. Poznik, 15932 Holmes Ave., Cleveland, Ohio.*

Beer Can Opener Makes Good Door Handle Tool

I have found that an ordinary beer can opener makes a very satisfactory tool for removal of inner door handles and window cranks of the 1955 models of Chrysler built automobiles. I suggest dulling the cutting edges to eliminate danger of upholstery damage in case of a tool slippage. *W. P. Sonnenfelt, 205 East State St., Marshalltown, Iowa.*

Masking Tape Serves As Small Brush Holder

A holder for a lettering or striping brush is made by sticking a strip of masking tape across the open top of the paint can. Slip the bristle end of the brush under the tape, with the handle resting on the can rim. Discard the tape when finished. *Harry J. Miller, 991 Forty-second St., Sarasota, Fla.*



Other valuable information of the type presented each month in The BODY SHOP is readily available in Chilton's Motor Age Body and Frame Manual.

OPPORTUNITY UNLIMITED
A Studebaker case history

There's another star in the Lone Star State...

young ALTON BULLARD of Hamilton, Texas has his new STUDEBAKER DEALERSHIP

RIGHT in the center of Hamilton County, Texas, at the cross-roads of U. S. 281 and Texas 36, is the bustling town of Hamilton . . . county seat and busy trading center for folks from miles around.

Hamilton is like a lot of other American communities . . . busy and growing these days . . . and the pleasant home of people who believe in opportunity and a future.

One of them is 30 year old Alton Bullard, who has recently opened a new Studebaker dealership at 113 South Rice Street.

Mr. Bullard has been an active and popular citizen of Hamilton for a long time. He started working years ago for the local distributor of an oil company . . . six years ago he took over the management of two of the company's service stations.

In his few spare hours, he became active in community and church work. And he also conducted a used car business.

A man in Alton Bullard's line of work gets a pretty accurate picture of the automobile world. A few months ago, he came to Studebaker to apply for a dealership, convinced that this "go-places" car and company offered him the real and solid business future he has always wanted.

With him, he brought impressive recommendations . . . from banking and business associations. There was even a telegram of praise from the manager of the local Chamber of Commerce.

A. Bullard, 113 So. Rice Street, Hamilton, Texas

Very soon the new dealership was arranged . . . because Alton Bullard is obviously the kind of aggressive, enthusiastic, and forward-looking man so typical of the Studebaker dealer family. And because his home town of Hamilton is a good and logical site for another new home of Studebaker sales and service.

There are more opportunities like this one waiting . . . and more young men to take hold of them. Very likely you!

SUCCESSFUL service department managers . . . used car businessmen . . . retail automobile sales managers and salesmen . . . all these are prospects for Studebaker dealerships.

We want men with vision and ambition and sales experience. Men who want to join a going, growing operation and build a solid future for themselves.

You don't need a huge amount of cash capital if you have the other elements of success that Studebaker considers essential.

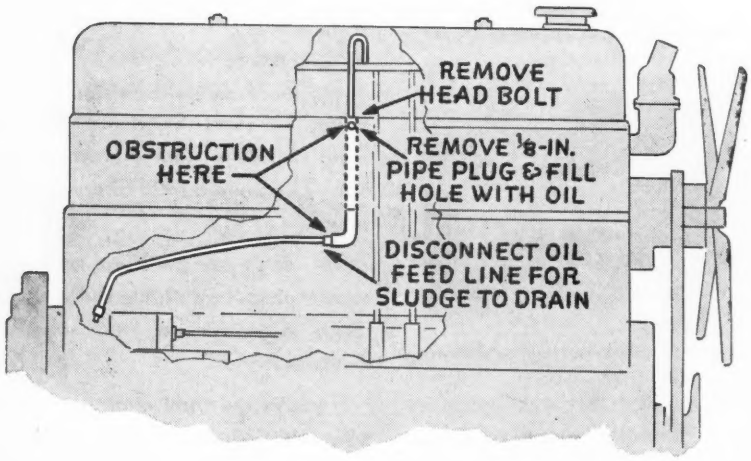
If you're the right man, get in touch now with William A. Keller, General Sales Manager, Studebaker Division, Studebaker-Packard Corporation, South Bend 27, Indiana.

STUDEBAKER

STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION . . . ONE OF THE 4 MAJOR FULL-LINE PRODUCERS OF CARS AND TRUCKS

If you have an original idea for a special tool, a short cut on a job or any trick of value to others, write it down and if necessary make a rough sketch. Just make it clear. Send it to Motor Age. If your Kink is used it may bring you $7.50 or $25. All entries become the property of the Chilton Company. Because of the quantity of entries sent in, none can be returned.

$25 Uses Hydraulic Idea to Clean Oil Passages



I've found a quick way to clean the oil passage to the rocker arm shaft on a 1953 Chevrolet with conventional lifters. To do the job I turned a twelve inch piece of 5/8 inch wooden dowel to fit the vertical passage. Then I filled the hole with oil, put the dowel in place and hit it with a hammer causing the sludge to break free. ***Charles G. Loges, Carl's Auto Service, 128 E. Maple Ave., Lindenwold, N. J.***

Homemade Tool Helps Install Valve Tappets

I have made a handy tool for installing valve tappets in overhead Ford engines. First, I obtained a piece of 5/16 inch rod approximately 10 inches long. Then I bent a half inch of one end to a 30 degree angle and slipped a rubber suction cup over it. The cup will hold the tappets so they can be fitted into place. *Grady Bobo, Pine Ridge Garage, Orange Road, Canton, Ga.*

Replaces Oil Pump Drive Shaft With Allen Wrench

On occasion we have found that the hex drive shaft connecting the distributor to the oil pump, of a 1955 Ford six, has been stripped. In this case, the engine runs, but the oil pump fails to operate. We replace this shaft with one made from a 1/4 inch Allen wrench, cut to the proper length. *D. E. Smith, 318 Berkeley, Santa Ana, Calif.*

Solves Problem of Broken Axle Removal

When a rear axle breaks off on the outside of the bearing it pre-

never before

has any piston ring won such overwhelming acceptance in so short a time . . . as the new

PERFECT CIRCLE

type "98" chrome oil ring!

Of the 4,923,850 passenger cars produced from January 1 through July 30, 1955—almost half* were equipped with the NEW PERFECT CIRCLE TYPE "98" CHROME OIL RING.

* 44.9% were new Perfect Circle Type "98" Chrome Oil Rings.

* 55.1% were all other oil ring types combined, including other Perfect Circle oil ring types.

PERFECT CIRCLE piston rings

PREFERRED BY MORE PEOPLE THAN ANY OTHER BRAND!

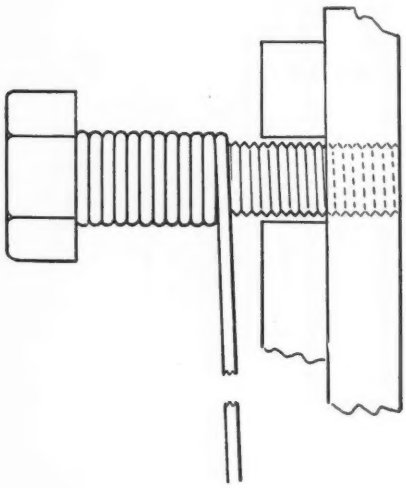
Perfect Circle Corporation, Hagerstown, Indiana
The Perfect Circle Co., Ltd., Toronto, Ontario

Shop Kinks . . . . . Continued from Page 66

sents a very difficult problem to get the broken piece out. This is because there are no threads to which a puller can be attached. To solve this problem I weld two 7/16 inch bolts to the axle shaft to which I attach my knock off puller. *George Fleury, 1601 Main St., Eau Claire, Wis.*

Method for Starting Hard-to-Reach Bolts

I have a method that helps remove hard to reach bolts such as those found in the front bearing retainer of a Chevrolet standard transmission (while in the car). The equipment needed consists of a two-foot length of copper wire. This is wrapped around the bolt starting at the head and working out into the threads in a counterclockwise direction. Leave only enough of the bolt threads exposed to reach the threads in the tapped



hole. The excess wire can be used to "fish" the bolt into place. The flat side of a screwdriver is used to put a slight pressure on the head of the bolt while the wire is given a steady pull. As the wire unwinds, the bolt will be threaded into the hole and the wire will come free of the bolt. Then the bolt can be tightened with a wrench. *Burt Stevens, Stevens & Fallon, Route #2, Jerome, Idaho.*

Steel Wool Pads Found Handy for Parts Cleaning

We keep a bundle of steel wool pads near the parts washer at all times. Steel wool will remove tough, gummy, or baked on dirt from parts that even a steel brush won't. After washing, parts should be thoroughly rinsed and blown off with compressed air. *Olaf Dahlen, Olaf's Garage, 113 N. Arnold, Thief River Falls, Minn.*

New High Tension Wire Replaces Resistor Type

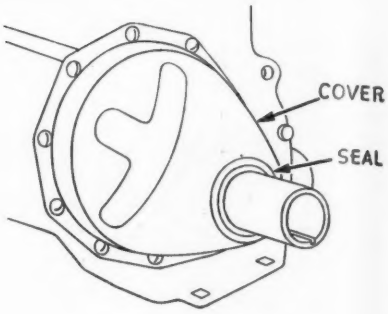
Late model Fords have a coil high tension cable of the resistor type with no wire in it. Whenever a car comes into our shop that has broken down due to the failure of this part we replace it with a regular wire. This eliminates future trouble. *Grover D. Rogers, 1548 Hubbard Street, Jacksonville, Florida.*

Homemade Tool Tray Saves Time and Effort

I've devised a parts pan that I find very useful when installing plugs and so on. I took a steel bread pan about eight inches square and one and one-half inches deep. To the bottom of the pan and close to one end I welded a discarded radiator cap. When I work under the hood I remove the radiator cap and install my easy-to-reach pan. The cap having been welded close to the end allows the pan to extend to the front of the car or toward the engine compartment. Caps to fit different cars can be welded at various points as required. *Norwood Reynolds, Johnson Hdwe Co., Ford Garage, Hector, Minn.*

Works Out Method To Replace Oil Seal

I have devised an easy method for replacing the oil seal in a Chevrolet timing gear cover on any model except the V-8. First, I drain the cooling system and remove the



radiator. Then the fan blade assembly is taken from the water pump and the crankshaft lower pulley is removed from the crankshaft. With a small seal puller or two screwdrivers I pull the old seal out of the cover. Next, I clean the recess in the cover and put a thin coat of non-hardening sealer on the seal and in the recess. Finally, I use an old timpkin cup and a small hammer to drive the new style seal into place. This can be done without taking down the steering arm and oil pan. *H. A. Martin, Martin Auto & Electric Co., Aledo, Ill.*

CO_2 Comes in Handy For Shrinking Dowels

If cylinder block dowels must be removed from a Ford V-8 block, the best policy is to avoid damaging the dowels. To get them out undamaged, we use a CO_2 fire extinguisher to spray the surface. This contracts the steel and the dowels can easily be removed with pliers. *J. P. Bremhorst, Route 3, Ottumwa, Iowa.*

Discovers Trick to Help Remove Heat Indicators

Sometimes it is tough to remove the bulb of the tube and bulb type heat indicators found on a number of cars and trucks. I've discovered that if you turn the nut a little tighter first, then remove it, the bulb will come out easily. *Ivo Gaedde, Sage Motors, 312 N. 4th, Pasco, Washington.*

The heart of every good engine reconditioning job . . . Federal-Mogul Bearings!

Ask your Federal-Mogul Jobber!

FEDERAL-MOGUL SERVICE

Division Federal-Mogul Corporation

DETROIT 13, MICHIGAN

BEARING FEDERAL Mogul SERVICE

Current Passenger Car Price, Weight and Body Table

Following are prices at factory for cars with standard equipment as of August 26, 1955. State or local taxes, transportation and finance charges and optional equipment are extra.

BODY MAKE AND MODEL	List Price at Factory without Federal Taxes	Federal Taxes and Handling Charges	Delivered Price at Factory including Federal Taxes	Shipping Weight
BUICK				
Special 40				
Sedan, 2d	2035	198	2233	3715
Sedan, 4d	2090	201	2291	3745
Riviera, 2d	2128	204	2332	3720
Riviera, 4d	2195	214	2409	3820
Conv. Coupe	2369	221	2590	3825
Est. Wagon	2726	248	2974	3940
Century 60				
Sedan, 4d	2315	233	2548	3825
Rivieria, 2d	2364	237	2601	3805
Rivieria, 4d	2482	251	2733	3900
Conv. Coupe	2727	264	2991	3950
Est. Wagon	2899	276	3175	3995
Super 50				
Riviera	2578	253	2831	4075
Sedan, 4d	2621	255	2876	4140
Conv. Coupe	2945	280	3225	4280
Roadmstr. 70				
Sedan, 4d	3047	302	3349	4300
Riviera	3144	309	3453	4270
Conv. Coupe	3234	318	3552	4415
CADILLAC				
Series 62				
Coupe	3569	313	3882	4358
Sedan	3658	319	3977	4370
Coupe de Ville	3964	341	4305	4427
Convertible	4097	351	4448	4627
Eldorado	5814	472	6286	4809
Series 60				
Sedan	4342	396	4738	4540
Series 75				
Fltwd. Sedan	5695	492	6187	5015
Fltwd. Imper.	5895	507	6402	
CHEVROLET				
One-Fifty, 6 cyl.				
Util. Sedan	1450	143	1593	3040
Sedan, 2d	1535	150	1685	3070
Sedan, 4d	1575	153	1728	3115
Sta. Wagon, 2d	1855	175	2030	3305
Two-Ten, 6 cyl.				
Sedan, 2d	1619	156	1775	3085
Sedan, 4d	1660	159	1819	3125
Club Coupe	1675	160	1835	3100
Sta. Wagon, 2d	1900	179	2079	3325
Sta. Wagon, 4d	1945	182	2127	3360
Bel Air, 6 cyl.				
Sedan, 2d	1724	164	1888	3110
Sedan, 4d	1765	167	1932	3140
Sport Coupe	1890	177	2067	3130
Conv. Coupe	2018	188	2206	3280
Sta. Wagon, 4d	2070	192	2262	3380
One-Fifty, 8 cyl.				
Util. Sedan	1542	150	1692	3000
Sedan, 2d	1627	157	1784	3030
Sedan, 4d	1667	160	1827	3075
Sta. Wagon, 2d	1947	182	2129	3265
Two-Ten, 8 cyl.				
Sedan, 2d	1711	163	1874	3045
Sedan, 4d	1752	166	1918	3085
Club Coupe	1767	167	1934	3060
Sta. Wagon, 2d	1992	186	2178	3285
Sta. Wagon, 4d	2037	189	2226	3320
Bel Air, 8 cyl.				
Sedan, 2d	1816	171	1987	3070
Sedan, 4d	1857	174	2031	3100
Sport Coupe	1982	184	2166	3090
Conv. Coupe	2110	195	2305	3240
Sta. Wagon, 4d	2162	199	2361	3340
Corvette				
Convertible	.....	.....	.....	2705
CHRYSLER‡				
Windsor				
Sedan, 4d	2412	193	2605	3925
Nassau	2452	196	2648	3930
Newport	2559	204	2763	3925
Conv. Coupe	2812	223	3035	4075
Twn. & Cty.	3037	240	3277	4295
New Yorker				
Sedan, 4d	3185	254	3439	4160
Newport	3332	265	3597	4140
St. Regis	3367	268	3635	4125
Conv. Coupe	3585	284	3869	4285
Twn. & Cty.	3850	304	4154	4430
Imperial				
Sedan, 4d	4105	323	4428	4565
Newport	4325	340	4665	4490
Crown Imp.				
Sedan, 4d	6406	482	6888	5180
Limousine	6520	490	7010	5230
300				
Sport Coupe	3758	297	4055	4005

BODY MAKE AND MODEL	List Price at Factory without Federal Taxes	Federal Taxes and Handling Charges	Delivered Price at Factory including Federal Taxes	Shipping Weight
DE SOTO‡				
Firedome-S22				
Sedan, 4d	2268	185	2453	3810
Spec. Coupe	2308	188	2496	3790
Sportsman	2413	196	2609	3795
Convertible	2571	208	2779	4010
Sta. Wagon	2893	232	3125	4175
Firelite-S21				
Sedan, 4d	2481	201	2682	3935
Sportsman	2678	216	2894	3885
Convertible	2875	231	3106	4090
DODGE‡				
Coronet 6				
Sedan, 2d	1838	150	1988	3235
Sedan, 4d	1912	156	2068	3295
Suburban, 2d	2150	174	2324	3410
Sierra, 4d, 2s	2256	182	2438	3480
Sierra, 4d, 3s	2351	189	2540	3595
Coronet, V8				
Sedan, 2d	1934	157	2091	3360
Sedan, 4d	2008	163	2171	3395
Lancer	2087	169	2256	3375
Suburban, 2d	2246	181	2427	3550
Sierra, 4d, 2s	2352	189	2541	3590
Sierra, 4d, 3s	2447	196	2643	3695
Royal, V8				
Sedan, 4d	2114	171	2285	3425
Lancer	2193	177	2370	3425
Sierra, 4d, 2s	2438	196	2634	3655
Sierra, 4d, 3s	2533	203	2736	3730
Cust. Royal				
Sedan, 4d	2265	183	2448	3485
Lancer, 4d	2305	186	2491	3505
Lancer	2330	188	2518	3480
Lancer, Conv.	2521	202	2723	3610
FORD				
Mainline, 6				
Bus. Sedan	.....	.....	1606	3026
Sedan, 2d	.....	.....	1707	3067
Sedan, 4d	.....	.....	1753	3106
Customline 6				
Sedan, 2d	.....	.....	1801	3087
Sedan, 4d	.....	.....	1845	3126
Fairlane, 6				
Club Sedan, 2d	.....	.....	1914	3088
Town Sedan, 4d	.....	.....	1960	3119
Victoria	.....	.....	2095	3198
Crwn. Victoria	.....	.....	2202	3246
Sunliner	.....	.....	2204	3296
Crwn.Vict.,Tr. Top	.....	.....	2272	3254
Sta. Wgns. 6				
Ranch	.....	.....	2043	3309
Custom Ranch	.....	.....	2109	3326
Cty. Sedan, 6p	.....	.....	2156	3474
Cty. Sedan, 8p	.....	.....	2287	3401
Cty. Squire	.....	.....	2392	3485
Mainline 8				
Bus. Sedan	.....	.....	1706	3136
Sedan, 2d	.....	.....	1807	3177
Sedan, 4d	.....	.....	1853	3216
Customline 8				
Sedan, 2d	.....	.....	1901	3197
Sedan, 4d	.....	.....	1945	3236
Fairlane 8				
Club Sedan, 2d	.....	.....	2014	3222
Town Sedan, 4d	.....	.....	2060	3253
Victoria	.....	.....	2195	3332
Crwn. Victoria	.....	.....	2302	3380
Sunliner	.....	.....	2304	3430
Crwn. Vict., Tr. Top	.....	.....	2372	3388
Sta. Wgns., 8				
Ranch	.....	.....	2143	3443
Custom Ranch	.....	.....	2209	3460
Cty. Sedan, 6p	.....	.....	2256	3598
Cty. Sedan, 8p	.....	.....	2387	3535
Cty. Squire	.....	.....	2492	3619
Thunderbird				
Convertible	.....	.....	2695	2986
HUDSON				
Wasp				
Sed., 4d. Super	2096	194	2290	3254
Sed., 4d. Cust.	2254	206	2460	3347
Hd.Top,2d.Cus.	2357	213	2570	3362
Hornet Six				
Sed., 4d. Super	2351	214	2565	3495
Sed., 4d. Cust.	2533	227	2760	3562
Hd.Top,2d.Cus.	2645	235	2880	3587
Hornet V8				
Sed., 4d. Super	2593	232	2825	3806
Sed., 4d. Cust.	2770	245	3015	3846
Hd.Top,2d.Cus.	2892	253	3145	3878

BODY MAKE AND MODEL	List Price at Factory without Federal Taxes	Federal Taxes and Handling Charges	Delivered Price at Factory including Federal Taxes	Shipping Weight
KAISER				
Special				
Club Sedan	2141	193	2334	.....
Sedan, 4d	2192	197	2389	3210
Manhattan				
Club Sedan	2404	213	2617	.....
Sedan, 4d	2453	217	2670	3375
Darrin	3368	300	3668	.....
LINCOLN				
Custom				
Sedan, 4d	.....	.....	3563	4235
Sport Cpe	.....	.....	3666	4185
Capri				
Sedan, 4d	.....	.....	3752	4275
Sport Cpe	.....	.....	3910	4305
Convertible	.....	.....	4071	4415
MERCURY				
Custom				
Sedan, 2d	.....	.....	2218	3395
Sedan, 4d	.....	.....	2277	3450
Sport Coupe	.....	.....	2341	3480
Sta. Wagon	.....	.....	2686	3780
Monterey				
Sedan, 4d	.....	.....	2400	3500
Hard Top	.....	.....	2464	3510
Sta. Wagon	.....	.....	2844	3770
Montclair				
Hard Top	.....	.....	2631	3490
Sun Valley	.....	.....	2711	3560
Convertible	.....	.....	2712	3685
NASH				
Statesman				
Super				
Sedan, 4d	2025	190	2215	3134
Custom				
Sedan, 4d	2183	202	2385	3204
Cty. Club	2286	209	2495	3220
Ambassador 6				
Sed., 4d. Super	2271	209	2480	3538
Custom				
Sedan, 4d	2453	222	2675	3576
Cty. Club	2565	230	2795	3593
Ambassador V8				
Sed., 4d. Super	2547	228	2775	3795
Custom				
Sedan, 4d	2724	241	2965	3827
Cty. Club	2846	249	3095	3839
NASH-HUDSON				
Rambler				
De Luxe				
Sedan, 2d	1447	138	1585	2432
Sedan, 4d	1549	146	1695	2567
Super				
Sedan, 2d	1536	147	1683	2450
Sedan, 4d	1643	155	1798	2570
Sta. Wagon	1709	160	1869	2495
Custom				
Sedan, 4d	1821	168	1989	2606
Cty. Clb. Sed.	1827	168	1995	2518
Sta. Wagon	1923	175	2098	2685
Metropolitan				
Hard Top, 2d	1330	115	1445	1875
Convertible, 4d	1353	116	1469	1835
OLDSMOBILE				
Series 88				
Sedan, 2d	2091	206	2297	3688
Sedan, 4d	2151	211	2362	3707
Holiday Cpe.	2255	219	2474	3707
Holiday Sed.	2322	.....	.....	3768
Super 88				
Sedan, 2d	2215	221	2436	3720
Sedan, 4d	2278	225	2503	3762
DeL. Holiday	2474	240	2714	3765
Del. Hol. Sed.	2541	.....	.....	3825
Conv. Coupe	2641	253	2894	3989
Series 98				
Sedan, 4d	2579	254	2833	3864
DeL. Holiday	2798	271	3069	3924
Del. Hol. Sed.	2864	.....	.....	3976
Conv. Coupe	2990	286	3276	4159
PACKARD				
Clipper				
DeLuxe				
Tour.Sedan,4d	2373	213	2856	3680
Super				
Tour.Sedan,2d	2466	220	2686	3670
Coupe	2550	226	2776	3700
Custom				
Tour.Sedan,4d	2689	237	2926	3885
Coupe	2829	247	3076	3865

BODY MAKE AND MODEL	List Price at Factory without Federal Taxes	Federal Taxes and Handling Charges	Delivered Price at Factory including Federal Taxes	Shipping Weight
PACKARD (Continued)				
Packard				
Patrician, 4d	3728	312	4040	4275
Coupe, 2d	3766	314	4080	4250
Caribbean, 2d	.....	.....	.....	4755
PLYMOUTH‡				
Plaza, 6				
Bus. Coupe	1490	123	1613	3025
Club Sedan	1582	130	1712	3089
Sedan, 4d	1622	133	1755	3129
Suburban, 2d	1897	155	2052	3261
Suburban, 4d	1973	160	2133	3282
Savoy, 6				
Club Sedan	1674	137	1811	3109
Sedan, 4d	1714	140	1854	3154
Belvedere, 6				
Club Sedan	1766	144	1910	3129
Sedan, 4d	1806	147	1953	3159
Sport Coupe	1931	157	2088	3149
Suburban, 4d	2125	172	2297	3330
Plaza, V8				
Club Sedan	1678	138	1816	3202
Sedan, 4d	1718	141	1859	3246
Suburban, 2d	1993	162	2155	3389
Suburban, 4d	2069	168	2237	3408
Savoy, V8				
Club Sedan	1770	145	1915	3224
Sedan, 4d	1810	148	1958	3265
Belvedere, V8				
Club Sedan	1862	152	2014	3228
Sedan, 4d	1902	155	2057	3267
Sport Coupe	2027	164	2191	3261
Suburban, 4d	2221	179	2400	3475
Conv. Coupe	2152	174	2326	3409
PONTIAC				
Chieftain 8				
Sedan, 2d 860	1917	188	2105	3478
Sedan, 4d 860	1972	192	2164	3511
Sedan, 2d 870	2014	195	2209	3478
Sedan, 4d 870	2069	199	2268	3511
Catalina 870	2131	204	2335	3521
St. Wg., 2d 860	2223	211	2434	3626
St. Wg., 4d 860	2301	217	2518	3686
St. Wg., 4d 870	2380	223	2603	3676
Cus. Sta. Wag.	.....	.....	.....	.....
Star Chief 8				
Sedan, 4d	2156	206	2362	3556
Cust. Sed., 4d	2243	212	2455	3556
Cust. Catalina	2284	215	2499	3566
Conv. Coupe	2462	229	2691	3791
Cus. Sta. Wag.	2714	248	2962	3636
STUDEBAKER				
Champion				
Custom				
Sedan, 2d	1580	161	1741	2755
Sedan, 4d	1619	164	1783	2800
DeLuxe				
Sedan, 2d	1674	166	1840	2780
Sedan, 4d	1715	170	1885	2820
Coupe, 5p	1705	170	1875	2790
Station Wagon	1952	188	2140	3000
Regal				
Sedan, 4d	1815	178	1993	2830
Coupe, 5p	1798	177	1975	2795
Hdtp. Conv.	1941	188	2129	2865
Station Wagon	2111	201	2312	3020
Commander				
Custom				
Sedan, 2d	1695	178	1873	3050
Sedan, 4d	1738	181	1919	3095
DeLuxe				
Sedan, 2d	1785	184	1969	3075
Sedan, 4d	1827	187	2014	3110
Coupe, 5p	1804	185	1989	3090
Station Wagon	2069	205	2274	3295
Regal				
Sedan, 4d	1932	195	2127	3120
Coupe, 5p	1901	193	2094	3100
Hdtp. Conv.	2076	206	2282	3175
Station Wagon	2228	217	2445	3305
President				
DeLuxe				
Sedan, 4d	2102	209	2311	3205
State				
Coupe, 5p	2064	206	2270	3110
Sedan, 4d	2168	213	2381	3260
Hdtp. Conv.	2238	218	2456	3175
Speedster	2713	.....	.....	3225
WILLYS				
Sedan, 4d	1584	141	1725	2778
Hard Top	1649	146	1795	2847

‡ Prices do not include delivery and handling charges. NA—Not available. * F. O. B. coastal port of entry.

Current Engine and Tune-up Specifications

MAKE AND MODEL	ENGINE: No. of Cylinders Bore and Stroke	Taxable H.P.	Piston Displacement (Cu. In.)	Maximum Brake H.P. at Specified R.P.M.	Compression Ratio	TUNE-UP DATA: Spark Plug Make and Type	Rings: No. and Width Compression	Rings: No. and Width Oil	Valves: Seat Angle Inlet	Valves: Seat Angle Exhaust	Valves: Stem Diameter (In.) Inlet	Valves: Operating Tappet Clearance Inlet	Valves: Operating Tappet Clearance Exhaust	Valves: Inlet Tappet Clearance for Valve Timing	Valves: Timing Deg. Inlet Opens Before or After T.C.	Valves: Timing Timing Marks Location	Ignition: Breaker Point Gap	Ignition: Cam Angle (Deg.)	Ignition: Spark Plug Gap	Ignition: Timing Spark Occurs °TC	Ignition: Timing Timing Marks Location	Crankcase Capacity Refill (Qts.)	Cooling System Capacity (Qts.)	STEERING: Caster (Deg.)	Camber (Deg.)	Toe-In (In.)	King Pin Inclination at Camber (Degrees)	Shipping Weight
Buick V8-40	8-3 5/8x3 11/16	42.05	264.0	188-4800†	(a)	AC-44-5	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	.004▲	25B	FDP	.015	NR	.033	5B	FDP	6	(c)	3/4N to 1/2P	5/8N to 7/8P	0 to 1/16	0	3275
V8-50, 60	8-4x3 11/16	51.20	322.0	236-4600†	(b)	AC-44-5	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	.004▲	25B	HB	.015	NR	.033	5B	HB	6	(c)	3/4N to 1/2P	5/8N to 7/8P	0 to 1/16	0	3310
V8-70	8-4x3 11/16	51.20	322.0	236-4600	9.0	AC-44-5	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	.004▲	28B	HB	.015	NR	.033	5B	HB	6	18 1/2	3/4N to 1/2P	5/8N to 7/8P	0 to 1/16	0	3360
Cadillac V8-60, 62, 75	8-3 13/16x3 5/8	46.50	331.0	250-4600	9.0	AC-44-5	2-1/8	1-3/16	44	44	.342	Hyd	Hyd	.....	19B	VD	.016	31	.035	2 1/2B	CB	5	18	0 to 1N	5/8N to 5/8P	1/16 to 1/4	5°51′	3895
Chevrolet 6-1500, 2100, 2400	6-3 7/32x3 11/16	30.40	235.5	(d)	7.5	AC-44-5	2-3/32	1-3/16	31	46	.341	.006H●	.013H●	.....	(e)	Fly	.019	30	.036	TC	Fly	5	16	1/2N to 1/2P	0 to 1P	1/8 to 3/16	4	2820
V8-1500, 2100, 2400	8-3 5/64x3	45.00	265.0	162-4400■	8.0	AC-44-5	2-1/8	1-3/16	46	46	.342	Hyd	Hyd	.....	(f)	VD	.019	30	.036	4B	VD	4	16	1/2N to 1/2P	0 to 1P	1/8 to 3/16	4	2860
6-2934	6-3 7/32x3 11/16	30.40	235.5	155-4200	8.0	AC-43-5	2-3/32	1-3/16	31	46	.341	.006H	.013H	.....	19 1/2B	Fly	.016	30	.036	TC	Fly	5	17 3/4	0 to 1P	0 to 1P	0 to 1/8	4	2870
V8-2934	8-3 5/64x3	45.00	265.0	195-5000	8.0	AC-43-5R	2-3/32	1-3/16	46	46	.342	.008H	.018H	.....	21 1/2B	VD	.019	30	.036	4B	VD	4	16	0 to 1P	0 to 1P	0 to 1/8	4	2900
Chrysler V8-C67	8-3 5/8x3 5/8	42.20	301.0	188-4400	8.0	AL-4S165	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	VTS	15B	VD	.017	34	.035	6B	VD	5	24	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3275
V8-C68, C69	8-3 13/16x3 5/8	46.50	331.0	250-4600	8.5	AL-4GS175	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	VTS	15B	VD	.017	34	.035	6B	VD	5	25	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3310
V8-C70	8-3 13/16x3 5/8	46.50	331.0	250-4600	8.5	AL-4GS175	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	VTS	15B	VD	.017	34	.035	6B	VD	5	25	0 to 2N	1/8N to 5/8P	0 to 1/16	7	3360
V8-C300	8-3 13/16x3 5/8	46.50	331.0	300-5200	8.5	AL-4GS200	2-1/8	1-3/16	45	45	.372	.015	.024	.012	35B	VD	.017	34	.035	10B	VD	5	25	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3895
De Soto V8-S22	8-3 13/32x3 11/32	44.30	291.0	185-4400	7.5	AL-4S140	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	VTS	4A	VD	.017	27	.035	10B	VD	5	23	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3275
V8-S21	8-3 13/32x3 11/32	44.30	291.0	200-4400	7.5	AL-4S165	2-1/8	1-3/16	45	45	.372	Hyd	Hyd	VTS	12B	VD	.017	27	.035	4B	VD	5	23	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3310
Dodge V8-D56-1	6-3 1/4x4 5/8	25.40	230.0	123-3600	7.4	AL-4S140	2-3/32	2-3/32	45	45	.340	.010H	.010H	.014	12B	VD	.020	39	.035	2B	VD	5	13	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3360
V8-D55-1, D55-2	8-3 5/8x3 1/4	42.20	270.0	175-4400▼	7.6	AL-4S165	2-1/8	1-3/16	45	45	.370	Hyd	Hyd	VTS	14B	CDP	.017	34	.035	4B	FDP	5	19	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3895
V8-D55-3	8-3 5/8x3 1/4	42.20	270.0	183-4400▼	7.6	AL-4S165	2-1/8	1-3/16	45	45	.370	Hyd	Hyd	VTS	14B	CDP	.017	34	.035	4B	FDP	5	19	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3895
Ford V8-40A, 40B	8-3 1/4x3 11/16	45.00	292.0	(g)	(h)	CH-870	2-1/8	1-3/16	45 1/2	45 1/2	.342	.018H	.018H	.016	12B	VD	.015	27	.034	6B	CP	5	20	1/2P to 1 1/2P	1/8P to 1 1/8P	1/16 to 1/8	7°7′	3275
6	6-3 5/8x3 23/32	31.54	223.0	120-4000	7.5	CH-870	2-3/32	1-3/16	45 1/2	45 1/2	.342	.015H	.019H	ER	13B	VD	.025	37	.034	3B	VD	4	15	1/2P to 1 1/2P	1/8P to 1 1/8P	1/16 to 1/8	7°7′	3310
V8	8-3 5/8x3 11/16	42.05	272.0	162-4400	7.6	CH-870	2-3/32	1-3/16	45 1/2	45 1/2	.342	.019H	.019H	ER	12B	VD	.015	27	.034	6B	VD	5	19	1/2P to 1 1/2P	1/8P to 1 1/8P	1/16 to 1/8	7°7′	3360
Hudson 6, 35540	6-3x4 1/4	21.60	202.0	(i)	7.5	CH-H-10	2-1/8	2-(l)	45	46	.342	.010H	.012H	.010H	26 3/4B	VD	.020	39	.032	TC	VD	5	13	0 to 1/8P▲▲	1/4N to 1/4P	1/16 to 3/16	3°36′	3275
6, 35560	6-3 1/8x4 1/2	34.88	308.0	(k)	7.5	CH-H-11	2-1/8	2-(l)	45	45	.342	.010H	.012H	.010	33 3/4B	Fly	.020	39	.030	TC	Fly	7	18 1/2	0 to 1/2P	1/4N to 1/4P	1/16 to 3/16	3°36′	3310
8, 35580	8-3 1/8x3 1/2	46.50	320.0	208-4200	7.8*	CH-H-10△	2-1/8	1-3/16	30	45	.373	Hyd	Hyd	NU	14B	VD	.016	36	.025§	5B	VD	5	20	0 to 1/2P	1/4N to 1/4P	1/16 to 3/16	3°36′	3360
Lincoln V8-73A, 73B	8-3 1/8x3 1/2	49.60	341.0	225-4400	8.5	CH-870	2-1/8	1-3/16	45 1/2	45 1/2	.342	Hyd	Hyd	ER	8B	VD	.015	27	.034	5B	VD	5	23	0 to 1 1/2N	0 to 3/4P	3/32 to 3/32	7°10′	3895
Mercury V-8Custom, Monterey	8-3 5/64x3 7/16	45.00	292.0	188-4400	7.6	CH-870	2-1/8	1-3/16	45 1/2	45 1/2	.342	.019H	.019H	ER	12B	VD	.015	27	.034	(n)	VD	5	19	0 to 1 1/2N	0 to 3/4P	3/32 to 3/32	7	3275
V8-Montclair	8-3 5/64x3 7/16	45.00	292.0	198-4400	8.5	CH-870	2-1/8	1-3/16	45 1/2	45 1/2	.342	.019H	.019H	ER	12B	VD	.015	27	.034	(n)	VD	5	19	0 to 1 1/2N	0 to 3/4P	3/32 to 3/32	7	3310
Nash 6-5540	6-3 1/8x4 1/4	23.44	195.6	100-3800▽	7.5	AL-A-7A♠	2-3/32	2-3/32	45	45	.341	.015H	.015H	.015	10B	VD	.022	34	.030	4A	VD	4	14	0 to 1/8P▲▲	1/4N to 1/4P	1/16 to 3/16	6 1/2	3275
6-5560	6-3 1/8x4 3/16	29.40	252.6	130-3700‡	7.6	AL-A-7	2-3/32	2-3/32	30	45	.373	.012H	.016H	.023	12 1/2B	VD	.022	34	.030	4A	VD	6	17	0 to 1/2P	1/4N to 1/4P	1/16 to 3/16	6 1/2	3310
8-5580	8-3 1/8x3 1/2	46.50	320.0	208-4200	7.8*	CH-H-10△	2-1/8	1-3/16	30	45	.373	Hyd	Hyd	NU	14B	VD	.016	36	.025§	5B	VD	5	20	0 to 1/2P	1/4N to 1/4P	1/16 to 3/16	6 1/2	3360
Nash-Hudson 4-541, 542	4-2 27/32x3 1/2	10.63	73.2	42-4500	7.2	CH-N-8-B	3-3/8	1-3/32	45	45	.342	.015C	.015C	.015	5B	CP	.015	30	.024	11B	CP	4	8**	2P to 3P	1/2P to 1 1/2P	0 to 1/16	6 1/2	2820
6-5510	6-3 1/8x4 1/2	23.44	195.6	90-3800	7.3	AL-A-7A	2-3/32	2-3/32	45	45	.341	.015H	.015H	.015	10B	VD	.022	34	.030	4A	VD	4	11	3/4P to 1 1/4P	1/4P to 3/4P	1/16 to 1/8	8	2860
Oldsmobile V8-88	8-3 7/64x3 7/16	46.00	324.3	185-4000	8.5	AC-44-5	2-1/8	1-3/16	45	45	.342	Hyd	Hyd	ER	13 1/2B	CB	.016	30	.030	5B	CP	5	20 1/2	0 to 3/4N	1/4N to 3/4P	1/16 to 1/8	5°51′10″	3275
V8-Super 88, 98	8-3 7/64x3 7/16	48.00	324.3	202-4000	8.5	AC-44-5	2-1/8	1-3/16	45	45	.342	Hyd	Hyd	ER	13 1/2B	CB	.016	30	.030	5B	CP	5	20 1/2	0 to 3/4N	1/4N to 3/4P	1/16 to 1/8	5°51′10″	3310
Packard V8-5540	8-3 1/8x3 1/2	46.50	320.0	225-4600	8.5	(o)	2-1/8	1-3/16	30	45	.373	Hyd	Hyd	NU	14B	VD	.016	27	.035	6B	VD	5	26	1/2N to 1 1/2N	1/4N to 3/4P	0 to 1/16	5°50′	3360
V8-5560	8-4x3 1/2	51.20	352.0	245-4600	8.5	CH-H-10	2-1/8	1-3/16	30	45	.373	Hyd	Hyd	NU	14B	VD	.016	30	.035	6B	VD	5	26	1/2N to 1 1/2N	1/4N to 3/4P	0 to 1/16	5°50′	3895
V8-5580	8-4x3 1/2	51.20	352.0	260-4600	8.5	CH-H-10	2-1/8	1-3/16	30	45	.373	Hyd	Hyd	NU	14B	VD	.016	30	.035	6B	VD	5	26	1/2N to 1 1/2N	1/4N to 3/4P	0 to 1/16	5°50′	3275
V8-5588	8-4x3 1/2	51.20	352.0	275-4800	8.5	CH-H-10	2-1/8	1-3/16	30	45	.373	Hyd	Hyd	NU	14B	VD	.016	30	.035	6B	VD	5	26	1/2N to 1 1/2N	1/4N to 3/4P	0 to 1/16	5°50′	3310
Plymouth 6-P26	6-3 1/4x4 5/8	25.40	230.0	117-3600	7.4	AL-4S140	2-3/32	2-3/32	45	45	.340	.010H	.010H	.014	12B	(r)	.020	39	.035	2B	VD	5	13	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3360
V8-P27	8-3 7/64x3 1/4	37.90	241.0	157-4400	7.6	AL-4S165	2-1/8	1-3/16	45	45	.370	Hyd	Hyd	VTS	14B	CDP	.018	34	.035	4B	VD	5	19	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3895
V8-P27	8-3 7/64x3 1/4	40.60	260.0	167-4400††	7.6	AL-4S165	2-1/8	1-3/16	45	45	.370	Hyd	Hyd	VTS	14B	CDP	.018	34	.035	4B	VD	5	19	0 to 2N	1/8N to 5/8P	0 to 1/16	5 1/2	3895
Pontiac V8-27, 28	8-3 3/8x3 1/4	45.00	287.2	180-4600	8.0	AC-44-5	2-1/8	1-3/16	30	45	.340	Hyd	Hyd	ER	22B	HB	.016	30	.036	5B	HB	5	24	1/2N to 1 1/2N	0 to 1P	0 to 1/16	NS	3275
Studebaker 6-16G6	6-3x4 5/8	21.60	185.6	101-4000	7.5	CH-J-7	2-(s)	1-5/32	45	45	.313	.016C	.016C	.020	15B	VD	.020	39	.031	2B	VD	5	10	1N to 2 1/2N	0 to 1P	1/16 to 1/8	6	3310
8-16G8	8-3 5/32x2 13/16	40.80	224.3	140-4500	7.5	CH-H-11	2-1/8	1-3/16	45	45	.344	.024H	.024H	.030	19B	VD	.013	31	.036	8B	VD	6	17 1/4	1N to 2 1/2N	0 to 1P	1/16 to 1/8	6	3360
8-6H	8-3 5/32x3 1/4	40.60	259.2	175-4500	7.5	CH-H-11	2-1/8	1-3/16	45	45	.344	.024H	.024H	.030	11B	VD	.013	31	.036	4B	VD	6	17 1/4	1N to 2 1/2N	0 to 1P	1/16 to 1/8	6	3895
Willys 6-226-A	6-3 3/16x4 5/8	26.33	226.2	115-3650	7.3	(m)	2-3/32	2-3/32	60	45	.341	.014C	.014C	.018	10B	VD	.020	39	.030	4B	VD	5	13	1/2P to 1 1/2P	3/4P to 1 1/4P	3/32 to 3/32	6	2820

ABBREVIATIONS

*—8.25 after first 5,000 units. ▲—Off seat.
†—Equipped with opt. Dyn. trans.
■—180-4600 with opt. four barrel carburetor and dual exhaust; 195-5000 with opt. spec. camshaft.
●—Hydraulic lifters are used when equipped with opt. Powerglide trans.
▼—193-4400 with opt. four barrel carburetor and dual exhaust.
▽—110-4000 with dual carburetors.
‡—140-4000 with dual carburetors.
♠—AL-A-7J with dual carburetors.
△—AL-AG-5 after first 5,000 units.
▲▲—1/8P to 1P with power steering.
**—With heater.
††—177-4400 with opt. four barrel carburetor and dual exhaust.
§—.035 after first 5,000 units.
(a)—7.5 with std. trans.; 8.4 with Dyn. trans.
(b)—8.4 with std. trans.; 9.0 with Dyn. trans.
(c)—16 1/2 with std. trans.; 18 1/2 with Dyn. trans.
(d)—123-3800 with std. trans.; 136-4200 with Powerglide trans.
(e)—1A with std. trans.; 10 1/2B with Powerglide trans.
(f)—12B with std. trans.; 18B with Powerglide trans.
(g)—163-4400 with std. trans.; 198-4400 with Fordomatic trans.
(h)—8.1 with std. trans.; 8.5 with Fordomatic trans.
(i)—115-4000 with single carburetor; 126-4000 with dual carburetors.
(k)—160-3800 with single carburetor; 170-4000 with dual carburetors.
(l)—Upper, 7/64; lower, 3/32.
(m)—CH-J-8 or AL-A-7.
(n)—3B for std. trans. and O.D.; 6B for Merc-O-Matic.
(o)—CH-H-10 or AL-AG-5.
(r)—P-26-1, crankshaft drive pulley; P-26-2,3, vibration damper.
(s)—Upper, 1/32; lower, 1/8.

A—After.
AC—A. C. Spark Plug Div.
AL—Electric Auto-Lite Co.
B—Before.
C—Cold.
CB—Crankshaft balancer.
CDP—Crankshaft drive pulley.
CH—Champion Spark Plug Co.
CP—Crankshaft pulley.
ER—End of ramps used for timing.
FDP—Fan drive pulley.
Fly—Flywheel.
H—Hot.
HB—Harmonic balancer.
Hyd—Hydraulic valve lifters, zero clearance.
N—Negative.
NR—Usage not recommended by Buick.
NS—Not specified.
NU—Not used.
P—Positive.
TC—Top center.
VD—Vibration damper.
VTS—Valve train solid.

Lincoln for 1956 . . . Continued from Page 58

venient to the driver's left hand.

Thermostatic Control

A thermostatic control on the fresh air intake to the carburetor operates in a range of 68 to 72 F. This temperature-controlled air induction system provides heated fresh air to the carburetor automatically. It provides the proper temperature for most efficient operation. A special duct is attached to the exhaust manifold to permit the carburetor air to flow over the exhaust manifold before it reaches the carburetor during warm-up. The duct has a thermostatically controlled valve which gradually opens so that the air becomes cooler as the need for warmed air decreases. When the valve is opened, the air is diverted from the exhaust manifold and taken directly from the front grille of the car.

Automatic Choke

The carburetor features a new integral automatic choke which utilizes the filtered, exhaust-heated air. The thermostatic choke control is mounted directly on the carburetor body. Specific fuel economy is improved by a new metering system which allows finer calibration limits.

A new distributor spark control system has been designed to prevent spark detonation during acceleration from part-throttle to full-throttle. Formerly, the spark advance was controlled by a single diaphragm which was actuated by the amount of venturi vacuum created by air-flow through the carburetor venturis.

"Mr. Bemly, could I borrow your overalls? . . ."

The addition of a second diaphragm, operated by intake manifold vacuum, has been provided to act as a counter-force and provide a momentary yet instantaneous spark retarding action for the time it takes for the venturi vacuum and the intake manifold vacuum to equalize.

Intake manifold vacuum drops the moment the throttle plates are opened wide, while the venturi vacuum which is affected by the flow of air through the carburetor is not immediately changed until

(*Continued on page* 74)

7 out of 10 cars on the road have speedometer trouble—

this one small package

lets you tap this big market!

How many times have you turned down speedometer repair jobs because you couldn't handle them? Probably plenty of times, because 7 out of 10 cars need speedometer repairs. And now with this special selection of Stewart-Warner speedometer inner cores you can fix 'em *fast!*

Needle fluctuation, core rattle, noise, etc., almost all of these common speedometer troubles are due to a worn out, kinked or dry inner core. And now, you simply replace them from this assortment—no special tools needed—and make a quick sale—a nice profit!

54% profit! That's what you make on this assortment, *plus* the installation charges! So, order now from your Stewart-Warner jobber. Start cashing in on this big, easy-to-sell market!

STEWART SW WARNER

STEWART-WARNER

Instrument Division

Dept. FF-95, 1840 Diversey Parkway, Chicago 14, Ill.

Electronic Baked Cork

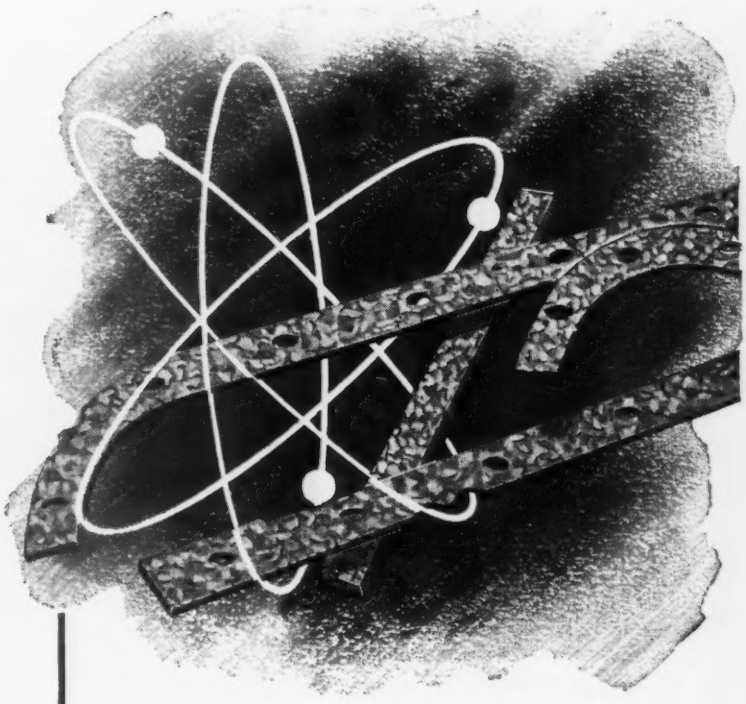
MEANS BETTER SEALING

WITH Armstrong-Victor GASKETS

It was bound to come with the electronic age—this exclusive Armstrong-Victor cork curing process. It's the biggest improvement in cork gaskets in half a century. Now A-V cork is cured thoroughly, evenly, in minutes instead of the hours it takes with steam—and with much lower heat. Now A-V's process stops loss of sealing efficiency by over-baking or under-baking—steam's greatest weakness in curing cork.

A-V Gaskets Have Uniform Density

Electronic baking heats the cork composition from inside out. Each cork granule gets the same heat under equal compression. This produces a uniformity of density impossible with steam curing.



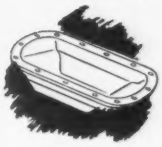
A-V Gaskets Have Greater Strength

The uniformity of electronic baking . . . at lower heat under controlled time and temperature cycle . . . increases the tensile strength of cork composition. This means A-V gaskets can take shop handling easier with added safety against damage.

A-V Gaskets Have Livelier Sealing Power!

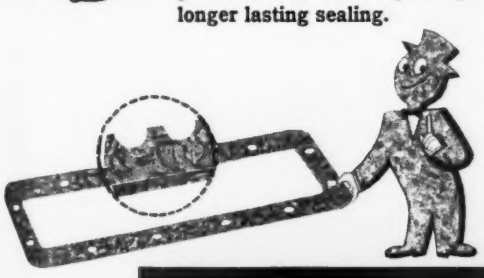
Lower temperature, uniform heat electronic curing precisely controlled, retains more natural liveliness of cork. This gives A-V gaskets a wider, more uniform compression and recovery range for longer lasting sealing.

A-V Gaskets Never Fail to Fit



They're die-cut sharp and clean to exact dimension. All holes are round . . . sides straight . . . all openings accurately shaped. A-V methods and tools are the best in the business.

YOUR VICTOR WHOLESALER carries complete factory-fresh stocks—for every make and model—in this familiar package. Sold in sets or individual parts. Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill.



Only genuine Armstrong-Victor Replacement Cork Gaskets have this trade-mark—the 2 notches.

Armstrong-Victor

Lincoln for 1956 . . . Continued from Page 72

the air flow has increased.

The newly-released rotor-type oil pump, which replaces the gear-type, is said to provide more positive lubrication and quieter operation under all conditions. Since the rotary pump displaces a positive quantity of oil with each revolution, the oil pressure remains more constant even though the engine is operating at idle speed. The clearances maintained in the new pump are not as critical as in the former gear-type pump, and therefore, when wear does occur after extended operation, the oil pressure and flow are not appreciably affected. The oil pump intermediate driveshaft has been case-hardened to minimize wear at the distributor and oil pump drive unions.

New Vent System

A completely new ventilation system with newly-located breather, baffle, and a combination oil-filler and road-draft tube, provides more positive crankcase ventilation. The breather is located on the valley cover at the front between the cylinder heads. Fresh air is taken in at this point and circulated through the engine. A baffle in the oil pan directs the fume-laden air forward to the top of the front cover where it is expelled through the road draft tube. This combination road-draft and oil-filler tube employs a special oil trap to prevent any possibility of oil spillover at high speeds.

A 12-volt electrical system has been adopted to provide the additional voltage required for higher-compression engines. Since the additional voltage also increases the speed and power of the starter.

Spark plugs have a new electrode material that is claimed to offer 100 per cent higher resistance to erosion to further increase the high performance life of the new 18 mm plug.

Lincoln's improved automatic transmission is standard equipment on all models. Work has been done primarily on the hydraulic control system and in tailoring the entire unit to the marked increase in engine torque. According to Lincoln engineers, the new hydraulic control provides smoother band and clutch engagement. It gives a smoother kickdown above 45 mph and gives improved intermediate to low gear engagement in down-hill braking.

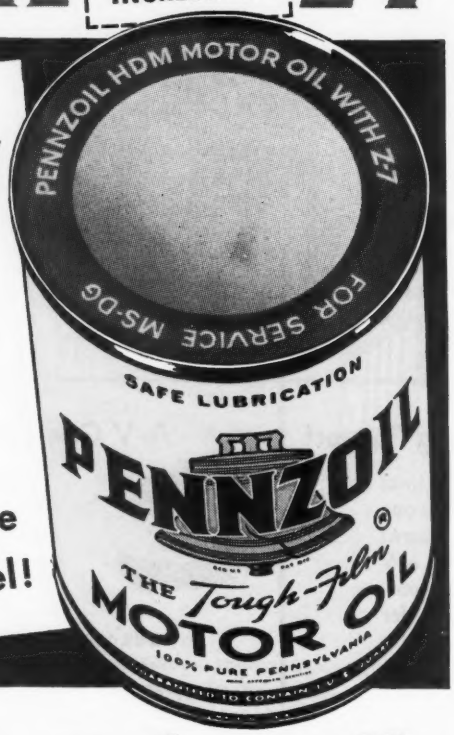
NOTHING LIKE IT FOR CUSTOMER SATISFACTION!

PENNZOIL Z-7

Only motor oil with POWER INGREDIENT

UNLOCKS HORSEPOWER!

Improves engine performance so noticeably your customers can feel the difference behind the wheel!



Develops more service traffic, more profitable service business!

Cash in NOW! FOR DETAILS WRITE

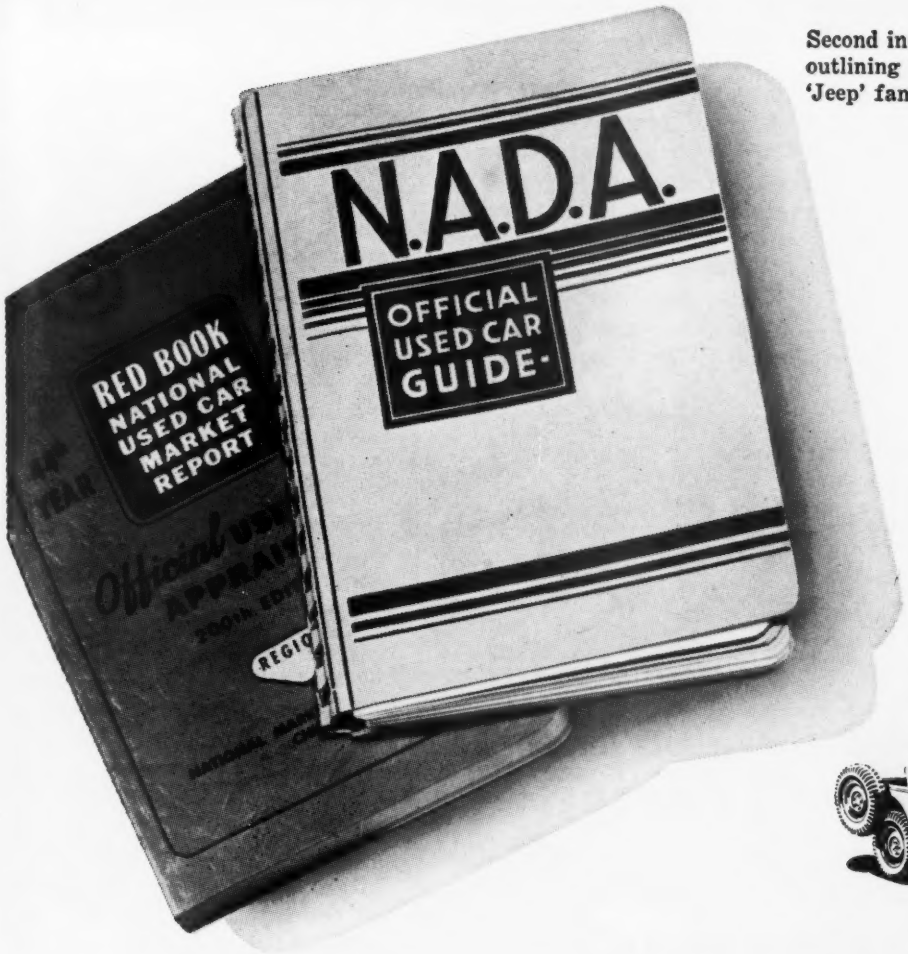
THE PENNZOIL COMPANY • OIL CITY, PA.

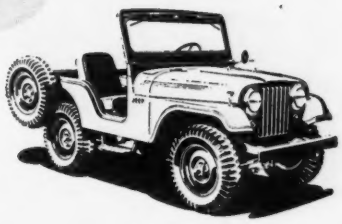
©1955, The Pennzoil Co., Member Penn. Grade Crude Oil Assn., Permit No. 2

Heimlich Motors' 40th Anniversary

The Heimlich Motor Co. of Long Branch, New Jersey, celebrated its fortieth anniversary as a dealership recently. Owner and operator Samuel D. Heimlich says his company is among the oldest Dodge dealerships in the Garden State. Heimlich signed a contract with Dodge in 1915.

Second in a series of messages outlining 6 roads to extra profits with the 'Jeep' family of 4-wheel drive vehicles





resale value: 90.4%*

That's why these books have a happy ending for franchised 'Jeep' dealers!

The average two-year-old Universal 'Jeep' commands 90.4% of factory list price... according to a recent issue of the NADA Used Car Guide. And you can easily see what this could mean to you as a dealer in 'Jeeps' and other members of the 'Jeep' family of 4-wheel-drive vehicles! First, it's an assurance of owner satisfaction, which means repeat sales. Second, it's your assurance that any 'Jeep' you take back in trade will show a profit when you wash out the sale.

Here's where you come in: More than 500 new dealers have signed up recently to sell the Universal 'Jeep' and other 4-wheel drive vehicles in the 'Jeep' family... after getting the *facts.* To see what these facts can mean to you, contact Dealer Development Department, Willys Motors, Inc., Toledo 1, Ohio.

These 6 roads to extra profits could be open to you... as a franchised dealer for the 'Jeep' family

1. ***Freedom from competition.*** Only Willys dealers have the 'Jeep'... no worries about "wheeling and dealing" competition down the street. No loss of markets during winter months... no lost dollars.
*2. ***High resale value.*** (As explained above)
3. ***High percentage of clean deals.*** Nearly half the sales are made without trade-ins... full profit is attainable on each sale.
4. ***High service absorption.*** Even with its famed ruggedness, the 'Jeep' family requires more frequent service than passenger cars because of its daily use in business... and most service jobs come back to the dealer instead of the independent garage.
5. ***Lowest-priced 4-wheel drive trucks.*** As the lowest-priced 4-wheel drive truck in America, the 'Jeep' truck has the inside track in the growing trend toward 4-wheel drive trucks in business, industry and agriculture.
6. ***Plus profits from special equipment.*** You'd sell more than 50 kinds of additional special equipment, with profitable "extras" on many original sales. And every time the owner has a new job to do, he becomes a prospect for a new piece of equipment.

WILLYS... world's largest maker of 4-wheel-drive vehicles.

Flooded Cars . . . . . Continued from Page 43

bearings cleaned and repacked, the wheel cylinders checked, and the backing plate should be relubricated. On the rear axle, the differential should be drained and flushed. If the differential has a cover, the cover should be removed to make sure all the water from the bottom of the differential is drained off. The axle should be removed and the axle bearings cleaned and repacked with fresh grease.

If the water level was up to the top of the engine, but not above the carburetor: Do all of the foregoing steps and also remove the starter, the generator, and the distributor. The starter and generator should be taken apart and cleaned and oiled and put back together.

The distributor should be dismantled and cleaned as should the fuel pump.

If the car is equipped with an automatic transmission the fluid level should be checked. If water is found, it should be drained and flushed. The differential cover should be removed also and all the grease and water lifted out of the bottom.

If the entire car has been submerged then the engine should be dismantled completely. The cylinder head should be removed, the valves and pistons, bearings and the like should be cleaned.

The same applies to the automatic transmission and the differential. Also the windshield wiper motor should be taken apart and lubricated.

As to the interior of the car it should be washed with clear water and then blown with compressed air. In most cases the upholstery should be taken off and new upholstery installed. Similarly, new floor mats and all new instruments on the instrument panel.

Door panels should be removed and the window regulators should be lubricated. The door upholstery should be renewed.

In short, every working part that was submerged in water should be lubricated. The car should be put on a lift and each and everything should be sprayed sparingly.

Announcing

THE NEW

MID-STATES *Viking* Heavy Duty Industrial AC and DC ARC WELDERS

Select from the Complete MID-STATES Line

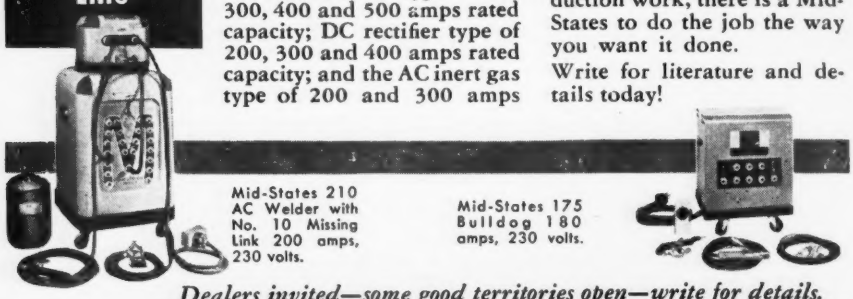
Something new and big has been added to the Mid-States Welder line: the New Mid-States Viking AC and DC industrial-duty arc welders . . . proved in performance and recognized for their fine quality.

Mid-States Viking Welders are available in three types to suit every industrial welding purpose:

AC transformer type of 200, 300, 400 and 500 amps rated capacity; DC rectifier type of 200, 300 and 400 amps rated capacity; and the AC inert gas type of 200 and 300 amps rated capacity. The Mid-States Vikings have patented features, unique design and a sturdy construction.

And in the well known Mid-States Welder group of lower amperage units there are sizes ideal for shop use—ranging from 7 to 300 amps capacity. Whatever your arc welding problems may be, light or heavy duty, general or production work, there is a Mid-States to do the job the way you want it done.

Write for literature and details today!



Dealers invited—some good territories open—write for details.

Mid-States WELDER MFG. CO.

6226 SOUTH ASHLAND AVENUE • CHICAGO 36, ILL.

CHRYSLER CORPORATION'S major application of molded reinforced plastics is in car heater housings. Chrysler uses approximately 26 tons of reinforced plastics daily. The heater unit being held by the model is located inside the front wall on the passenger's side, while the larger section directly in front of her is found in the car's engine compartment.

Announcing New DuPont FAST FLUSH

LIQUID RADIATOR CLEANER

SO FAST YOU CAN SELL A "CLEAN-OUT" WITH EVERY ANTI-FREEZE JOB!

TAKES JUST 10 MINUTES! NO NEUTRALIZING! NO REVERSE FLUSHING!

Now you can give your customers complete Pre-Anti-Freeze Service in 10 minutes—and triple your profits! With Du Pont's new Fast Flush you can prepare a cooling system for anti-freeze *while the customer waits.* This product disperses grease, flushes out rust—no need for neutralizing or reverse flushing.

After using Fast Flush, be sure to add a can of Du Pont Cooling System Sealer when you install anti-freeze. Thus you will give the car owner *complete* and *safe* protection for winter driving. Stock up on Du Pont Fast Flush now!

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT No '7' PRODUCTS

From Chemical Research . . . For Easier Car Care

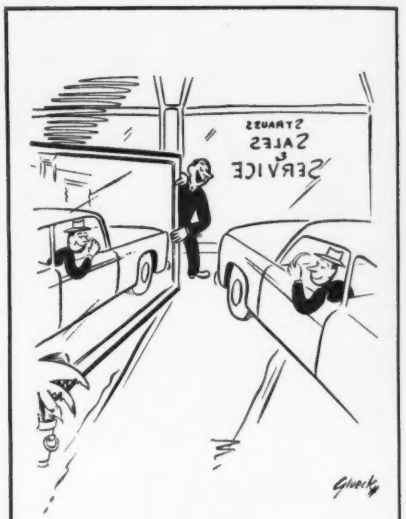
Brake Service . . . . . Continued from Page 49

membered that the finest lining cannot function properly if it is installed in a drum that is scored, eccentric or bell mouthed. The above conditions call for a reconditioning of the drum braking service. The careful mechanic usually takes a light cut off the drums on all brake jobs when the mileage reads 20,000 or more as insurance against possibility of distortion.

Probably the most easily recognized defect in the brake drum is a scored surface with accompanying erratic brake action and noise. The roughened, dull surface, plowed over the grooves and burrs is readily apparent to the mechanic. He may not, however, realize what it was that caused this condition and dismiss it as unimportant. He may assume that if no rivets are protruding the drum is good enough and cannot really be badly scored.

Scoring is caused by the accumulation of foreign particles in the surface of the lining. These particles lodge themselves in tiny pits and depressions in the lining material. As these fragments accumulate, the condition becomes worse. Then under heat and pressure, the accumulations turn into hard, tough scale usually harder than the drum itself. As these scaley areas increase in size, they become high spots which localize heat and pressure, scoring more and more deeply into the surface of the drum until both the drum and the lining are useless.

Installing new lining will not help this condition. The roughened drum will ruin the new lining. With drums in this condition, it is impossible to get equal lining clearance at all points. This results in jerky and erratic brake action, accompanied by noise and chatter. The drum should not be judged by appearance alone as only obvious defects will appear to the naked eye.



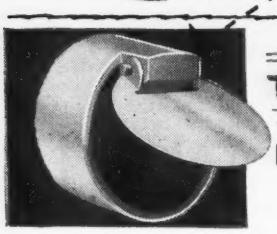
"Care to see how it looks on you, sir?"

Appropriate Equipment

The drum should be carefully checked with appropriate equipment such as a dial indicator or a brake drum gage. Checking in this way will speedily reveal conditions

(*Continued on page* 82)

WHY TAKE CHANCES?



O·DOR·VENT*
EXHAUST SYSTEM
... with automatic valve

- Low cost
- Fits any door
- Simple installation
- Quick, easy, clean to use
- Saves heat
- Self storing—right where you need it
- Long life, non-crushable Neoprene hose

● A PERMANENT ASSET TO YOUR BUILDING
6 ft. O·DOR·VENT complete, only $9.95
8 ft—$11.95, 12 ft.—$14.95
Dual Extension $9.95, Adapter Kit $3.95
25 ft. Coiled Hose 87c ft
*PAT PEND

MOFFATT
Products, Inc.
4824 TRITON DRIVE, MINNEAPOLIS 22, MINN.

Get early break-in on your chrome installations*

install the full chrome ring set with all the answers

AMERICAN HAMMERED

Pre-seated Krome-Oil

PISTON RING SETS

GET IT FROM YOUR JOBBER

***Pre-seating assures fast oil control—here's why**—Pre-seating is a factory-applied lapping process for the top groove compression ring which is equivalent to 300 to 500 miles of *actual* engine operation. The smooth, even bearing of the narrow land contact surface (portion of ring magnified in photo) guarantees early break-in, fast oil control.

Read what others who have installed Krome-Oil say:

"We have been using your Krome-Oil ring sets for the past six months and find that they give very excellent results.

"The two most noticeable features are the very short length of time required for seating and the almost instant oil control achieved.

"We highly recommend the use of Krome-Oil sets in cars of all makes and am writing this letter because of the remarkable superior qualities of your product."

BURNSIDE MOTORS, INC.
East Hartford, Conn.

"We find American Hammered KO sets only Chrome sets that give fast seating and early oil control for customer satisfaction."

SUEDA BROS. AUTO SERVICE
Torrance, Calif.

"I have used about every brand of rings available in this area and lately have used several sets of one brand of chrome rings. I had quit using them because customers complained of taking too long to seat. Since using your pre-seated Krome-Oil rings I have had wonderful success with immediate seating and exceptionally good oil control even in real tough jobs. I am 100% sold on your Krome-Oil rings."

ROSSI BRO. SERVICE STATION
Rankin, Pa.

American Hammered

AUTOMOTIVE REPLACEMENT DIVISION
2001 Sanford Street, Muskegon, Michigan
Manufacturers of American Hammered Automotive Replacement Piston Rings
A Division of Sealed Power Corporation

Remember profit-packed American Hammered
Power-Plus Service • Koetherizing
GI-60 Groove Insert • Dry Film Lubricant

My Horse Sense tells me . . .
A Ring Job is Needed!

Only with

PEDRICK FORMFLEX Chrome Ring Sets...

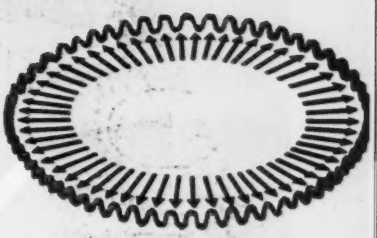
can you do "ring jobs" again... guarantee satisfaction

at a price your customers will pay!

Only **Pedrick has the "Equalizer." And *only* the "Equalizer" gives a soft but positive and uniform pressure *all around the cylinder wall.* It provides a *far better seal* even in worn engines. And, thanks to the "Equalizer", oil and fuel waste are sharply cut, engine power and pick-up are restored, with a minimum of labor and parts.**

In short — your customer gets a good job *at an acceptable price* — you get more business and profit!

Call your Pedrick jobber *today*...



Equal Pressure Everywhere...

...Means A Perfect Seal

A "NEW ENGINE" IN EVERY BOX!

Depend on

Pedrick

For The *Right* Ring Job!

GET IT FROM YOUR JOBBER

WILKENING MANUFACTURING CO. • PHILADELPHIA 42

***In Canada:* Wilkening Manufacturing Co. (Canada) Ltd., Toronto**

Brake Service . . . . . Continued from Page 78

of eccentricity and distortion. A new brake drum should be installed if old drum requires a cut of more than .030 inch to clean up the surface.

Another important check is for fluid leaks. These may occur at almost any point in the system and not only damage the brake lining but may cause a serious accident. There are many points on the hydraulic system at which these leaks may occur. The master cylinder piston may become scored or gummed so that the cups allows fluid to pass the piston and secondary cup and leak from the end of the master cylinder or by-pass back into the reservoir. The brake hoses should be checked for deterioration and cracks. Wheel cylinders are another source for leaks. All of the above items should be carefully checked and replaced as necessary.

The brake anchor adjustment plays major part when installing new shoes after drums have been turned to get good all around contact with the drum.

Bleeding

Bleeding the hydraulic system should be a must on every brake reline to make sure there is no air in the system. Never use brake fluid from a container that has been used for other liquid. Mineral oil, alcohol, anti-freeze, or cleaning solvents, even in small quantities, will contaminate the brake fluid. Contaminated fluid will cause piston cups and the valve in the master cylinder to swell or deteriorate.

Make sure all parts of the brake system are free from dirt. Dirt or foreign material can score the cups or get under the lips of the cups causing loss of pressure and fluid.

A quick check for testing for contaminated brake fluid is to place a small amount of brake fluid in a small clear glass bottle. If fluid separates into two layers chances are mineral oil is present. In which case the system should be drained and flushed. Then all rubber parts should be replaced.

ZIPPY, one of the country's most talented chimpanzees, and a model for General Tire Co. advertising for the past two years, puts his stamp of approval on the latest outdoor display using his likeness. Zippy, owned and trained by Lee Ecuyer, of Freeport, L. I. has been featured in both the motion pictures and TV as well as a model for stills. The posters for General are appearing late this summer.

"If that's your trouble we'll lick it quickly with Quaker State Detergent Additive!"

That "trouble" might be sluggish valve action, plugged piston rings or sticking hydraulic valve lifters.

Whatever it is, Quaker State Detergent Additive cleans it up fast. Prevents sludge and varnish deposits, and provides extra protection against rust, corrosion, acids and wear!

It is a product of Quaker State research in lubrication. High in quality, sure in results, generous in profit! Be sure you have it—and sell it!

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association

Need a jack, JACK?

NOW IS THE TIME TO SEE YOUR JOBBER FOR THE WALKER "JOB-FITTED" JACKS YOU NEED!

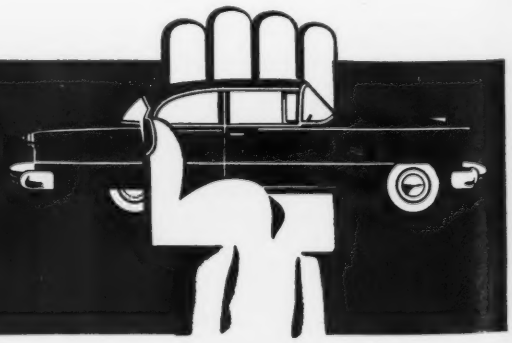
● It's here! A money-saving opportunity to get world-famous Walker Jacks priced to fit your budget. A chance to own the specialized lifting equipment that will pay off in bigger shop profits for you—year after year!

You get all the top quality in these dependable Walker Jacks that has made them the standard of the industry for more than a quarter-century. See your Walker Jobber today!

GET IT FROM YOUR JOBBER

WALKER MANUFACTURING CO. OF WISCONSIN
RACINE, WISCONSIN

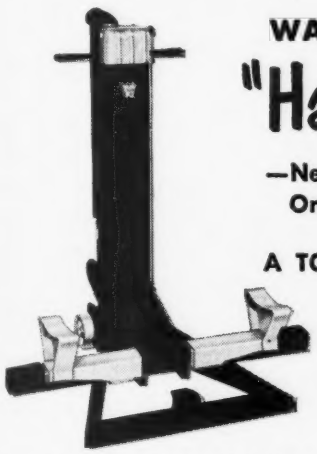
Jacks • Exhaust Silencers • Oil Filters



BUY WALKER NOW AND SAVE TWICE!

Save with WALKER'S BIGGER DOLLAR VALUES!

You get Walker high quality, as always—more jack per dollar than ever!



WALKER

"Handy Boy"

—New No. 99 Hydraulic One-End Bumper Lift

A TOP VALUE!—NOW

$89.75

Save with WALKER'S EXTRA FEATURES!

Designed with you in mind—to save you time, labor and money for years.

WALKER

"Greyhounds"

—World's Finest Floor Service Jacks

AS LOW AS

$125.70

New WALKER

"Car S'ports"

—Low Cost Adjustable Car Supports

AS LOW AS

$12.50 a pair

WALKER

"Uni-Cradle"

—No. 48 Automatic Transmission Jack

A BARGAIN BUY!

$277.00

All prices Suggested Dealer Net

WALKER *leads in* JACKS

SOL·SPEEDI·DRI

THE NATION'S NO. 1

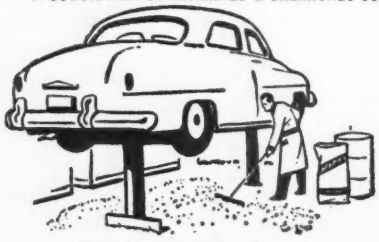
OIL AND GREASE ABSORBENT

Now, more than ever before, Sol-Speedi-Dri is the answer to your safety and maintenance problems. Vastly improved, Sol is now lighter in weight . . . has greater volume . . . each 50-pound bag goes farther. It absorbs more oil and grease and other liquids . . . requires less frequent replacement . . . offers new freedom from dust nuisance. And Sol's hard granules take more traffic than ever . . . keep floors slip-resistant!

See for yourself. Try the new, improved Sol-Speedi-Dri! Send for a free sample . . . and the new "101 Uses" folder.

SPEEDI-DRI CORPORATION 210 W. Washington Sq., Phila. 5, Pa.

A SUBSIDIARY OF MINERALS & CHEMICALS CORPORATION OF AMERICA



For cleaner, safer floors

Warehouse stocks and sales service maintained in principal cities of the United States and Canada.

• • •

In Canada, address inquiries to G.H. Wood & Company, Ltd., Toronto. Branches throughout Canada.

SPEEDI-DRI CORPORATION **Dept. MA9**

210 W. Washington Sq., Phila. 5, Pa.

☐ Send free sample ☐ Send "101 Uses" folder

Name.....

Address.....

City.....*State*.....

Packard . . . .

Continued from Page 51

bars about four feet long which are connected to a two-way motor by levers and links. A change in weight on the car will activate the unit and the chassis will be raised or lowered to its original position.

Current flow to the compensator electrical circuit is controlled by two 20-ampere fuses. The first is located in a fuse block under the left side of the dash panel. This is the only 20-ampere fuse in the block which handles the stop light and compensator switch circuits. Current travels from this block to the stop light switch, goes on to the dash board switch and then to the compensator switch. The second 20-ampere fuse is located near the starter motor on a wire leading from it. Current on this line goes to the relays and drives the compensator motor.

A quick check in case of levelizer failure requires only a few minutes. Put the dash compensator switch "on" and apply the brakes. If the stop lights fail to light, either the 20-ampere fuse is blown or the stop light switch has been disconnected. If no defect is discovered here inspect the fuse at the starter motor.

At times it may be found that one of the controls is not functioning properly. If either the compensator control switch assembly, limit switch or solenoid switches are found to be faulty, they should be replaced. Repair of these units is not recommended.

Some service procedures require the more complicated job of "unloading" and removing the torsion bars. For these operations three special tools will be needed by the service specialist. They are the Load Arm Centering Tool, Torsion Bar Loading and Unloading Tool, and a Removing Tool. In addition, four high jacks will be required.

Removing Torsion Bar

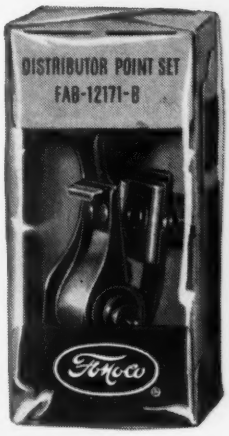
After making sure that the compensator switch is off, raise the car, stopping the rear lift approximately 3 inches short of its full extension. This will permit raising and lowering it during later operations. The next step in the removal

(*Continued on page* 90)

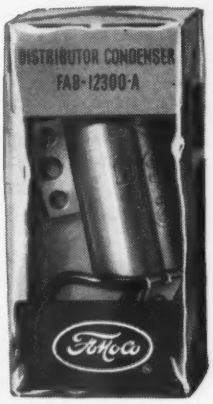
Ford opens new "windows" to lift your service sales

New picture-window packages for fast-moving Ford parts . . . New draw-string cartons for oil filter elements prove to Ford owners that you have their interests at heart . . .

GENUINE FORD SPARK PLUGS



GENUINE FORD DISTRIBUTOR POINTS



GENUINE FORD CONDENSERS

GENUINE FORD OIL FILTER ELEMENTS IN A SPECIAL DRAW-STRING PACKAGE

So there can be no doubt in the minds of your Ford customers

. . . Ford is now putting its parts inside distinctive picture-window packages.

They're easy to show and they never stop selling. Display them on your counters. They remind the Ford owner of service jobs which should not be delayed. And they give him confidence that you're the man to do them. Ford owners like to keep their cars all-Ford. Ford owners trust the man who carries genuine Ford parts to do a top quality service job.

Stock up on these new display packages and watch your service sales climb.

GET THIS SIGN . . .

Display a Genuine Ford Parts oval and bring in more Ford business. Ford owners watch for it. Mail the coupon for the full story.

GENUINE Ford PARTS

PARTS AND SERVICE SALES DEPARTMENT
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME_____

INDIVIDUAL'S NAME_____

ADDRESS_____

CITY_____ STATE_____ H

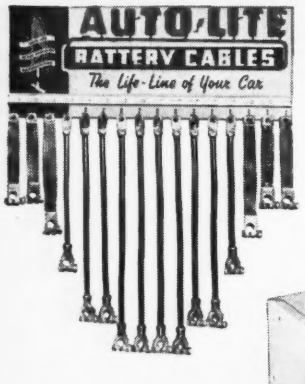
$39.95 DEEP

Manufacturer's suggested list price

with each order totaling $19.95 for

(AT TRADE PRICES)

AUTO-LITE WIRE & CABLE



Heavy gauge steel basic kit contains Neosheath Hi-Tension Wire, Plastic Primary Cable, a hand crimping tool, and solderless type terminals. Cash register type drawer. Wire cutting specifications and illustration of contents are on back.

Auto-Lite Spark Plug Wire in handy packages, cut-to-length sets or on spools.

Auto-Lite Battery Cable Display Rack helps serve popular cars for fast turnover.

Only 24 inches in length, this new and colorful Spool Cable Wall Rack —blue and red lettering on silver background— gives you handy display and convenient storage space.

The Best Advertised Wire & Cable Line

AUTO-LITE

FRYER ONLY $7.95

Auto-Lite suggested selling price

Automatic Large Jumbo 5½-Qt. Capacity Round COOKER-FRYER

THE ENTIRE FAMILY will love this fully automatic electric cooker and deep fryer. The deep down enjoyment you'll get from the delicious meals this cooker prepares is out-of-this-world. And they're so easy to prepare. Easy-to-keep-clean perforated colander holds generous portions of food . . . extra large family size 5½-quart capacity . . . single knob for convenience and accurate temperature control . . . large, easy-to-see automatic signal light.

DEALERS: All you do to assure yourself extra Wire & Cable business is to pick any assortment of Auto-Lite Wire and Cable products totaling $19.95 at trade prices and get this Alcamatic Jumbo Deep Fryer, retail priced at $39.95 for *only $7.95!* Check your stock today. See your Auto-Lite Wire and Cable supplier. This offer is limited. Act now . . . .

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1 *Wire and Cable Division* **Ohio**

FIRE KING GLASS COVER
as nationally advertised in "LIFE"
See the Food You Cook . . .

Guaranteed by Good Housekeeping

WIRE & CABLE

Packard . . . . . Continued from Page 86

of the right, main torsion bar is to position the compensator bar lever so that it transmits no load. It will appear to slant inward approximately ½ inch from a vertical position.

Grounding a terminal on the motor and compensator assembly to the limit switch will move the levers into line. The rear terminal of the limit switch will move the lever outward and the front terminal will move it inward.

Next put high jacks under the four corners of the frame and extend them to make contact. (Note: If a frame contact hoist is being used, put the high jacks under the outer ends of front wheel lower supports and the rear axle housing.) Next, loosen the four bracket nuts and remove the rubber guide bearing and retainer. With an 11/16 inch socket and offset handle loosen the rear load arm clamping nut. Using a brass drift, tap the compensator bar forward and out of the load arm. Now, to get the hex in the arm centered with the hole in the bracket, lower or raise the rear lift. Next, install the load arm centering tool making sure that the piloting shoulder is in the bracket hole. Bolt the clamp of the torsion bar loading and unloading tool to the load arm and connect the remainder of the special tool assembly. By working the tool jack handle, move the inner end of the load arm upward enough to center the pivot bolt in the bracket hole. Tap the bolt out. Move the inner end of the load arm up and the load arm link inward by tightening the tool jack. Now place a 4-inch block between the rear axle case and the bottom of the frame.

Hold the link inward, reverse the ratchet and lower the inside end of the load arm. After lowering, remove the clamp and connect the removing tool. Knock the bar to the rear, remove the tool and push

(*Continued on page* 94)

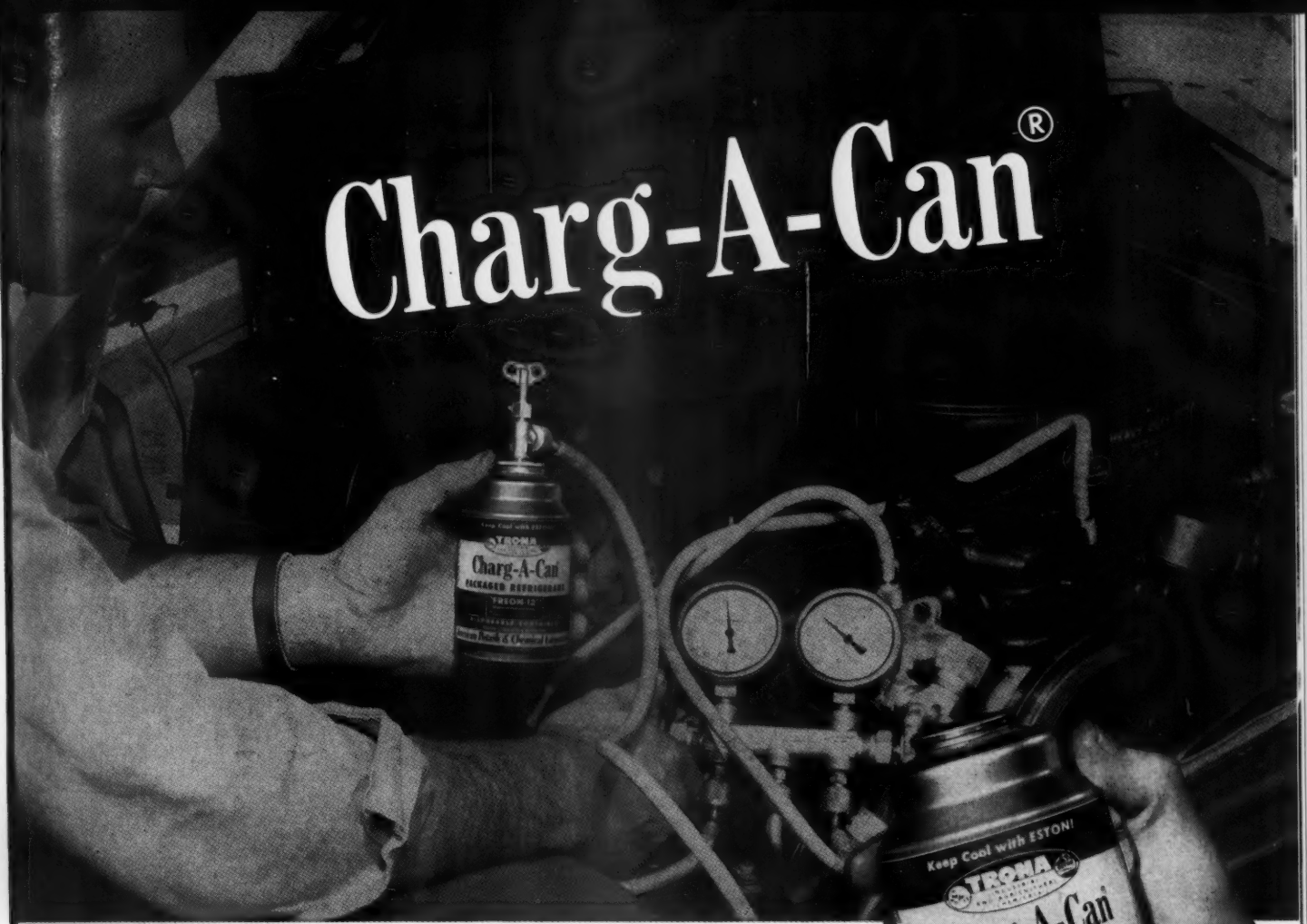
Ohio IGO Formed

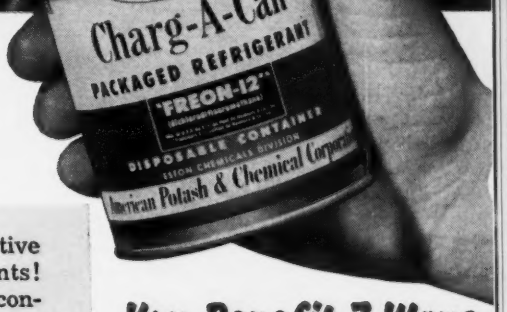
At an organizational meeting in Akron, Ohio, recently, the Independent Garage Owners of Ohio was formed. Present at the meeting was Ralph James, executive director for the IGO of America.

Officers elected for the new Ohio group were Frank Hornyak, president; William Good, 1st vice-pres.; Richard Papik, 2nd vice-pres.; George Millikin, 3rd vice-pres.; and Harold Grindle, secretary-treasurer.

New Office Site

New executive offices of the Houdaille-Hershey Corporation were opened in Buffalo, N. Y., recently, it was announced by Ralph F. Peo, president. The corporation was recently expanded by the acquisition of a group of diversified plants comprising the properties of Frontier Industries.





Save Time, Labor and Materials with this Handful of Climate Control

THE CHARG-A-CAN DISPENSER VALVE acts as valve, puncturing device and connector. Allows you to withdraw part or all of contents. Can be re-used for hundreds of charges.

Here's the newest sensational development in automotive air conditioning—CHARG-A-CAN Packaged Refrigerants! You'll save time, labor and materials with the greater convenience of one-pound CHARG-A-CAN disposable containers with "Freon-12."* They eliminate waste, control purity and assure accurate charging of any type car air conditioning system. CHARG-A-CAN refrigerants are expertly analyzed for purity and moisture content before filling under carefully controlled factory conditions. Stock up today with this practical and convenient answer to your car refrigerant needs. Available from Eston wholesalers throughout America.

Safe and Easy to Use—No Special Skills Required!

CHARG-A-CAN refrigerants are safe and easy to use...require no special skill to install in the system. (1) Attach the convenient TAPACAN® valve or similar valve-type puncturing device to CHARG-A-CAN. (2) Operate puncturing device to pierce seal on CHARG-A-CAN. (3) Withdraw part or all of CHARG-A-CAN by desired valve operation. (4) When CHARG-A-CAN is empty, remove from valve and discard. CHARG-A-CAN cannot be refilled.

You Benefit 7 Ways

1. Usable with any type system
2. Economical—no waste
3. Factory control of purity
4. Assures accurate amounts
5. Safe and easy to use
6. Convenient to stock
7. Big repeat demand

Cut Yourself in on Charg-A-Can AUTOMOTIVE REFRIGERANT PROFITS!

CONTACT YOUR LOCAL REFRIGERATION WHOLESALER ... OR SEND COUPON BELOW

Stocked by refrigeration wholesalers in all principal cities.

TRONA INDUSTRIAL AND AGRICULTURAL CHEMICALS

ESTON CHEMICALS DIVISION
American Potash & Chemical Corporation
3100 East 26th Street, Los Angeles 23, California
99 Park Avenue, New York 16, New York

*"FREON" is a Du Pont Trade Mark

ESTON CHEMICALS DIVISION
American Potash & Chemical Corporation
3100 East 26th Street, Los Angeles 23, California

Name_____
Company_____
Address_____
City_____ State_____

—Here's your chance to make extra

DU PONT

THIS YEAR'S FALL

Football's famous Frank Leahy coached Notre Dame's Fighting Irish to a record 106 victories in 10 years!

Promoted by America's top

FRANK

on his

Read how "Anti-freeze Week" gave these dealers extra fall profits

Joe Davis of Peoria, Illinois, is shown with some of the parts, chemicals, and accessories he sold during Du Pont's 1954 "Anti-Freeze Week" for an extra $1,000 profit. This is the kind of business *you* can do at your station when you make the most of "Anti-Freeze Week"

"WE SOLD $250 more anti-freeze than last year . . . and had a $125 increase in the sales of cooling system parts and services." *Edward Goldich, Edward Goldich Service Station, Northampton, Mass.*

"BY PROMOTING 'Anti-Freeze Week,' servicing of radiators was made at leisure . . . and sales of parts increased 130% . . . it's a good idea!" *Dick Gietzen, Gietzen Sinclair Service, Grand Rapids, Mich.*

"MY ANTI-FREEZE sales doubled the amount I'd sold before. What's more, I sold $175 worth of parts, chemicals, and service." *Ross Collier, Inwood Super Service Station, Dallas, Texas.*

GET READY NOW FOR THIS BIG PROFITABLE PROMOTION. Put up your colorful Du Pont

profits this fall...tie in with

"ANTI-FREEZE WEEK"

PROMOTION WILL BE BIGGER AND BETTER THAN EVER!

football authority

LEAHY

weekly TV football show!

SPONSORED BY DU PONT TO HELP YOU SELL EARLY WINTER SERVICE AND ZERONE® AND ZEREX® THIS FALL

And...

LIFE magazine and MECHANIX ILLUSTRATED

"Anti-Freeze Week" gets a bigger kickoff than ever this year in LIFE, one of America's most popular weeklies. No less than four full-page ads will tie in with our full-page announcement of "ANTI-FREEZE WEEK." Another full-page ad, plus editorial features, will appear in "Mechanix Illustrated," too.

newspapers

Big, hard-selling advertisements plus a series of smaller ones will run in your local papers this fall . . . urging motorists to see you early for Du Pont anti-freeze and complete winter service and car care.

billboards

Colorful outdoor advertising will be seen by the motorist when he's driving near your place of business—reminding him it's time for a Du Pont anti-freeze.

publicity

All over the country stories will be running editorially on early winter service. Miss Anti-Freeze will be helping you sell in newspapers, on radio and television. Tie-in promotions and displays will appear in retail stores right in your town. Get ready for profits!

"Zerone" and "Zerex" display pieces. If you haven't yet received your kit, call your supplier today!

Packard . . . . . Continued from Page 90

the bar out the rest of the way.

Installing the Torsion Bar

The bar is fed through the rear load arm from the rear with the front end of the bar being placed into the front load arm. The distance from the rear end of the torsion bar to the rear face of the bracket should be ¾ inch. Center the arm carefully in the bracket.

Put the centering tool in place and attach the clamping part of the tool to the rear arm which should be in a vertical position. Apply some special torsion bar lubricant to the seat of the load arm link. After connecting the tool jack pull the load arm into position. Line up the pivot holes and insert the bolt. Hold the link in and continue pulling the arm up until the link will swing under the arm. Then back off the jack to seat the arm. Place the levelizer bar in the rear load arm and attach the arm bearing to the frame. The seal should just contact the bearing and lever. Don't squeeze it.

Final Adjustment

To adjust the compensator linkage, first set the car on its wheels. If the rear end of the car is too low, lengthen the compensator switch turnbuckle link. If the rear end is too high, shorten the link.

After the car has been properly leveled, turn the main compensator switch on and the car is ready for delivery.

The new Aero-Seal JET Hose Clamp has a patented mechanism that makes mechanics say, "Why didn't I think of that?"

Now it's so easy and quick to attach. Just draw the precision worm gear housing to the desired position on the band as you would tighten your belt through the clasp. Then a couple of turns with a screwdriver and it's tight and on to stay. No amount of vibration can make it open. To remove, loosen the screw a few turns, push the button, lift screwdriver head and it's off.

Aero-Seal JETS will not pinch or damage hose. Pressure is evenly distributed all around. Stainless steel bands resist corrosion. Forget discounts and remember it's turnover that makes profits. Aero-Seals sell.

Aero-Seal JET QUICK ATTACH HOSE CLAMP

BREEZE CORPORATIONS, INC., 700 Liberty Avenue, Union, New Jersey

Traveling Salesman—"Sir, may I have your daughter for my wife?"

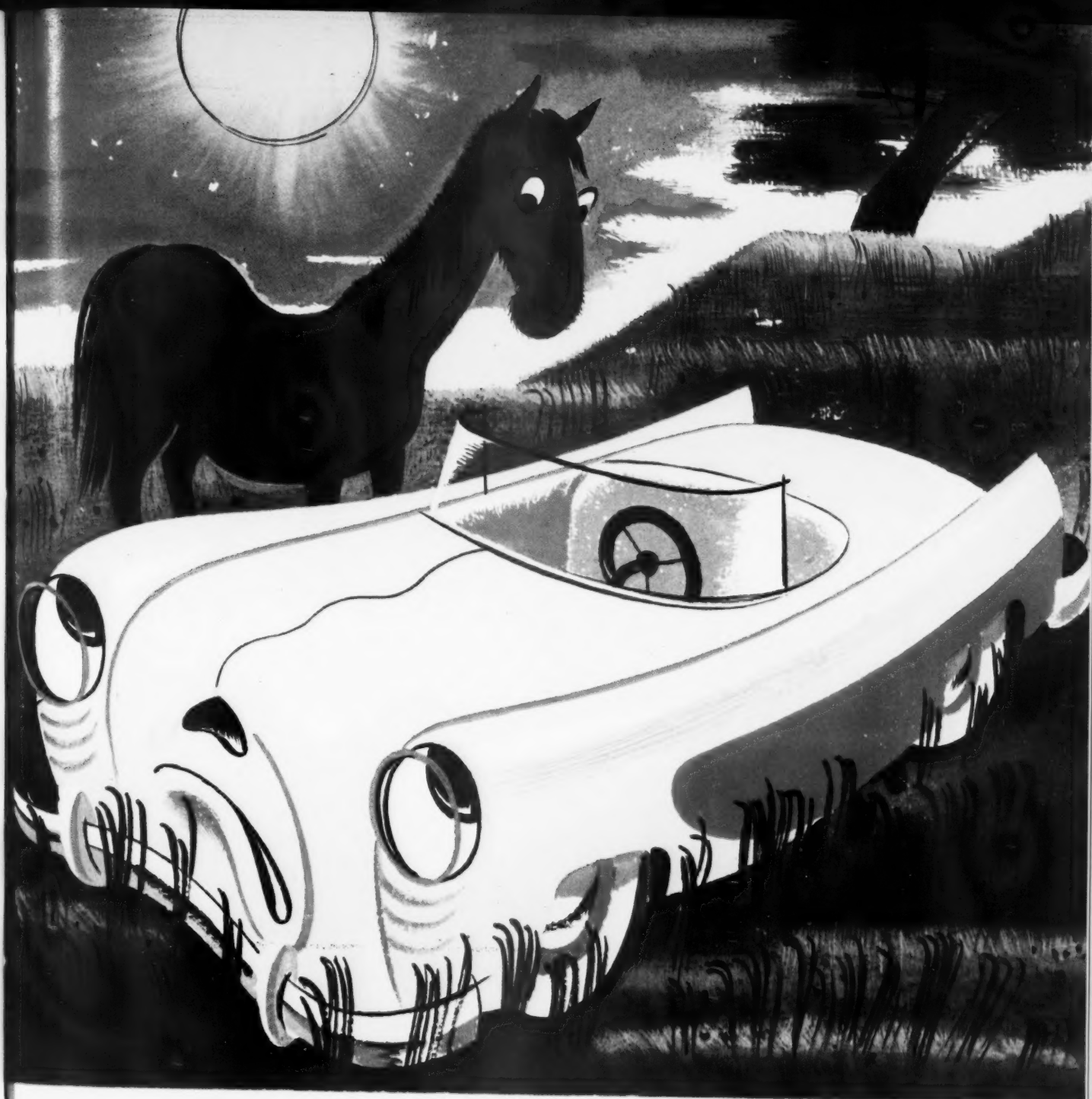
Farmer—"Can't say for sure. Bring your wife around and I'll see if I want to swap."

NADE Opens Car Auction in N. J.

The National Auto Dealers Exchange, one of the largest and most modern dealer-to-dealer automobile auctions in the East, opened on August 3, on Route 206 in Bordentown, N. J., just south of the New Jersey Turnpike's Exit 7. Auctions are held every Wednesday.

The modern auction building houses a large inspection and auction area, a restaurant, lounge, offices, and rest rooms. Paved display and parking areas will accommodate over 500 cars consigned for sale as well as cars of dealers in attendance at the auction.

N.A.D.E. is one of the first auctions of its size in the East which was specially designed and built as an auction, according to Armstrong (Bud) Hadden, general manager. Hadden, a former New Jersey automobile dealer, states that N.A.D.E. will feature straight-line processing, with cars moving from the consignment lot, through inspection and auction areas and into buyers' hands in minimum time.



why let the wrong motor oil send your customer's Horsepower out to pasture?

High HP Purelube keeps that high horsepower in harness. Here's how . . .

High HP cuts octane requirement increase, reduces wear, fights pre-ignition...

Keeps horsepower high—customers happy!

The easiest way to beat the special problems created by the new high-compression engines is to use the motor oil that's specially made for this "High Horsepower Age"—High HP Purelube.

High HP contains an exclusive additive combination that protects vital cam shaft and valve lifters from power-robbing wear . . . keeps hydraulic valve lifters quiet and efficient. Gives complete protection against rust and corrosion, too.

This exclusive additive combination also cuts combustion chamber and spark plug deposits—fights pre-ignition. Gives maximum spark plug and valve life. Reduces ORI (Octane Requirement Increase) to keep new car power longer.

And because High HP is a superior multi-grade oil, it increases gas mileage by reducing friction. Cuts oil consumption by its resistance to heat. Helps get more power out of premium or regular gas.

So keep your customers satisfied . . . keep 'em coming back to you . . . put High HP Purelube in every car you sell and service.

FREE! *Factual booklet on High HP. Shows how this great oil helps you and your servicemen.*

THE PURE OIL COMPANY, DEPT. 593
35 East Wacker Drive, Chicago 1, Illinois

Gentlemen: Without incurring any obligation, I'd like your Free booklet on the inside story of High HP Purelube.

Name_____

Position_____

Company_____

Street_____

City_____ Zone_____ State_____

BE SURE PURE WITH PURE

5186

BE SURE WITH PURE

Arm Rests . . . .

Continued from Page 53

rest where it joins the door panel. Later these marks serve as sewing guides.

Plastic material (for top rubbing surface) for arm rest is now placed over the top of the arm rest and cut out in a similar fashion to the fabric portion. Again, small notches are cut in plastic where it joins corners. Excess material on backside is allowed to remain.

Sewing

Top and side pieces are then placed together with the sewing beginning just before one notched point and ending just after the second notched point. Sewing is done in a conventional sewing machine using carpet or No. 8 thread. Leaving a small uniform margin of about ¼ inch along the curved edge of material. This side of fabric will actually be the inside of the arm rest.

Material is now turned with right side out (sewing stitches to the inside). Extra material below chalk line will be used later.

Upholstery filler cotton is used to build out arm rest to a smooth even contour. With filler cotton in place, new arm rest "slip cover" is pulled into place and adjusted as needed until plastic fabric covers top surface evenly.

Pull Tight

Bottom and side fabric material is pulled around to the rear of arm rest until all bulges and slack spots are pulled tight. Fabric and plastic material are then hooked over retaining hooks around the back edge of arm rest.

When material has been pulled snug and placed over hooks, they are bent down tight to back. Excess material at corners is cut off and arm rest is ready for reinstallation.

A group of amateurs were discussing their writings at a local meeting. One of them, a pretty blonde, said she had once written a confession story. "Did any editor buy it?" she was asked.

"No," confessed the girl, "but one drove over 1,000 miles to see me."

HERE IS A SINGLE SOURCE

for everything you need in spraying equipment...to apply factory-quality finishes...to spray heavy undercoatings faster and more uniformly...to flock glove compartments and trunks easily...spray-clean greasy engines completely...to wash cars faster and with less water... and to perform countless other labor and money-saving chores.

Each Binks part is specifically designed to give top efficiency with every other Binks product. When you standardize on Binks equipment you have a completely integrated spray painting system. One purchase order covers everything you need...nationwide distribution assures you of immediate service...technical assistance and schooling is yours for the asking...and you always know you are getting the best spray equipment money can buy...the equipment preferred by leading manufacturers everywhere.

120-55

Binks
EVERYTHING FOR SPRAY PAINTING

ASK YOUR JOBBER

for more detailed information on the complete Binks line. He will be happy to advise you on all of your spray painting needs.

Binks Manufacturing Company
3124-34 West Carroll Ave., Chicago 12, Ill.

REPRESENTATIVES IN PRINCIPAL U. S. AND CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY

Car Washing . . . . . Continued from Page 47

available services which normally, we would have sold them."

Working with Mr. Stahl in directing the dealership's operations is his son Robert. Bob, who is secretary and treasurer of the firm, and vice-chairman of the Upper Southampton Township School Authority, points out that "there was no overlooking of an adequate car washing system" when building plans were drawn for their present new location to which they moved in March of this year.

Prior to this move, Stahl, Inc., maintained a thriving dealership on Second Street Pike in Southampton. The firm moved to this site in 1937 after Wm. H. Stahl had already been a Chevrolet dealer in Southampton in still another location for 9 years. Since opening his doors in the new and used cars and trucks business in Southampton in 1928, Wm. H. Stahl has sold over 11,000 units.

The new dealership on Street Road in Southampton—Street Road is one of the main arteries for the town as well as cross-county transportation—occupies two and one-half acres of ground. Frontage extends for 250 feet. A staff of 41 persons is normally employed to handle the duties of the dealership and C. Leslie Carr is Service Manager. (This figure does not include the three owners: Wm. H. Stahl, Robert Stahl, and Mrs. Wm. H. Stahl, vice-president of the firm.)

Timed with the move last Spring to the attractive and spacious location on Street Road was the holding of an Open House at the dealership. Heralded by timely and eye-catching advertising, the Stahl Open House attracted flocks of visitors from Southampton Township (population approximately 5000) and a number of other communities north and northeast of Philadelphia.

"We give 'em our pledge not to grin or snicker at the ladies own diagnosis of their car trouble today—"

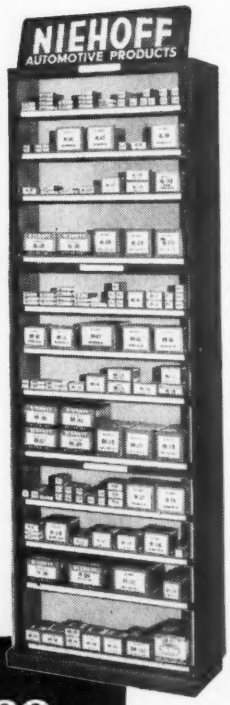
One of the unique features of the new location is Stahl's own gas station and service center. Forming the right wing of the dealership buildings, this station houses the modern car washing unit.

Assistant manager of the service center and car washing operation is Dick Kovitch, a ten-year service

(*Continued on page* 100)

Danny Dollar Says...

for Real Get-Up-and-Go...



Use a NIEHOFF SERVICE STOCK SYSTEM

• Danny Dollar says . . . : Speed up your service of ignition systems with the really modern, profit-making parts system. Streamlined catalog shows instantly the part you need . . . and there it is, right at your fingertips. As your business grows, add a section and your NIEHOFF stock grows! Ask your jobber about America's most modern Ignition Stock System or write:

C. E. NIEHOFF & CO.
4925 W. LAWRENCE AVE. • CHICAGO, ILLINOIS

WAREHOUSES: NEW YORK 19, N.Y., 250 W. 54th Street PHILADELPHIA, PA., 1631 Fairmont Ave. BOSTON 34, MASS., 254 Brighton Ave. BRANCHES: LOS ANGELES 15, CALIF., 1330 W. Olympic Blvd.

Snap-on*

HEAVY-DUTY LOXOCKETS give you POWER for toughest nut-turning jobs—SPEED and SAFETY, too!

Here's the set to have at hand when big, *really tough* nuts on trucks, buses, tractors demand large wrench size, powerful handle leverage and top working speed. Snap-on Heavy-Duty Loxockets give all three and *safety* as well! Through a special locking device, a pin in the handle square drive snaps into a locking hole in the socket. Only by depressing a release button incorporated in the socket can the locked units be released. Interchange of units is fast, simple and easy. Heavy-Duty Loxockets help get these working vehicles back on the job in less time—let your Snap-on man demonstrate them. For latest catalog of the complete line of Snap-on Tools, write

SNAP-ON TOOLS CORPORATION
8036-1 28th Avenue • Kenosha, Wisconsin

*Snap-on is the trademark of Snap-on Tools Corporation

Snap-on Tools
THE CHOICE OF BETTER MECHANICS

432-HD-B Heavy-Duty General Set. ¾" Drive. Tools include Ratchet, Sliding T Head, Nut Spinner Head, Ratchet Adaptor, Universal Joint, and 3", 8", 16" Extensions. 24 Double Hex Sockets, ¾" to 2⅜". In sturdy red-enameled metal box.

NEW FORD "SPECIALS." Your Snap-on Man has new special tools to speed up many service operations on Ford-Mercury-Lincoln . . . ask him about them!

employee with Stahl. Dick reports as an interesting feature of the Open House that the crowds were absorbed in the operation of the car wash.

"We kept the car wash in operation practically the whole time. Folks liked the overhead track and spray system and got a big kick out of the automatic timing device that shuts off the spray while the operator is sponging down the car. It would be a pretty safe bet to say that we got new wash customers from just demonstrating the modern equipment."

In Operation

In detail, here's how the car washing setup functions:

The car to be washed is driven into the wash bay and reasonably centered under the overhead tracks. Interior of car is swept out thoroughly and all windows and doors checked and closed.

Operator sets timer on the wash unit's control switch. This allows advance control of the desired intervals between the clear water, detergent spray, and four rinse cycles. The first interval or cycle when the unit is operating is the "clear water" cycle.

Water is sprayed over the car's roof and sides by means of an arch —in the shape of an inverted "U" —which in operation will travel the length of the car. After arch, emitting jets of clear water, has traveled on its overhead tracks the length of the car, the spray shuts off temporarily. The operator then hand washes the front wheels and the arch (according to pre-set timing) reverses its direction and sprays the car with detergent, halting automatically after traveling the car's length.

Operator follows behind the arch as it moves and he begins sponging the car. After arch shuts off, operator finishes sponging the rear wheels of the car and steps back to allow the arch to begin the first of four rinse cycles.

> **Generosity is giving more than you can; pride is taking less than you need.**
> ***Kahlil Gibran***

While these cycles are pre-set by means of the automatic timer, the operator at any time may step to the control box and stop the spray or detergent application and change the time intervals.

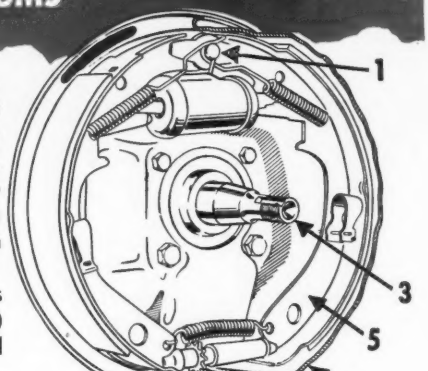
Overhead Suspension

Mr. Stahl likes his equipment and its efficient workings. He points out that the overhead suspension of the unit allows the car wash bay to be used for other purposes whenever desired. Also the controlled fine spray of water from the arch eliminates the need for splash boots or aprons.

The timer mechanism is another important feature of the car wash-

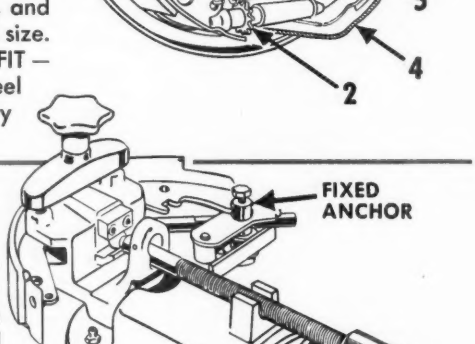
(*Continued on page* 104)

AMMCO BRAKE SHOE GRINDING CLAMP FOR
FIXED ANCHOR BRAKES
WITH 10"-11"-12" DRUMS



FIXED ANCHOR BRAKES have many advantages but the disadvantage is not allowing shoe adjustment at the top when necessary. The top anchor (1) is fixed. The star wheel (2) gives the only adjustment possible. Thus 100% lining to drum contact requires all brake parts to match perfectly.

The Ammco Shoe Clamp is the same as the fixed anchor brake assembly — (1) fixed anchor, (3) spindle, (4) drum, and (5) shoe. Shoes are ground to drum size. When brakes are applied THEY FIT — CORRECTLY AND SAFELY. Star wheel (2) adjustment is all that is necessary for PERFECT BRAKING.



NO. 4140
FIXED ANCHOR SHOE CLAMP

grinds shoes for perfect lining to drum contact. Cures diving, spongy pedal and pulling. Can be used on any Ammco Safe-Arc Grinder Serial No. 2560 and later

ONLY $69.50 COMPLETE

NO. 2000 SAFE-ARC
BRAKE SHOE GRINDER

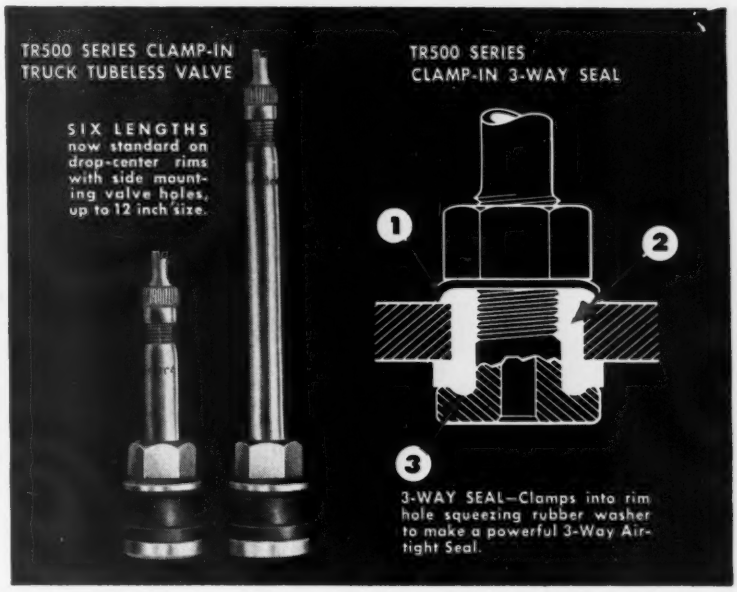
- EASY TO USE — 2 adjustments only—you can't go wrong.
- Perfect brakes without "wear in". No comebacks or free adjustments.
- CLEAN—Vacuum system collects all flying dust.
- FAST—Grinds 8 shoes in less than 4 minutes.

See your AMMCO jobber — Ask for free demonstration in your own shop

AMMCO TOOLS, INC., 2102 Commonwealth Ave., North Chicago, Ill.

Report on truck tubeless tire valves

- **Trucks are latest vehicles to go tubeless.**
- **Several Schrader valves already standard for truck rims.**
- **Prediction is several million truck tubeless tires on the road by end of 1956.**
- **Industry continues to plan further for other changeovers to tubeless tires.**



The Tire and Rim Industry standardizes on truck-bus tubeless tire valves designed for mounting on drop center rims. The Industry recently approved, after extensive tests, and careful consideration, six lengths of clamp-in tubeless tire valves known as Series TR-500. This series is used on rims having side hole valve mountings.

1956 trucks to come equipped with tubeless. Most truck manufacturers indicate they plan to use tubeless tires on their 1956 models. This could mean several million tubeless truck tires in use next year.

Present Fleet changeover to be made gradually. Since rims are a costly investment for Fleet Owners, present fleets will convert more slowly to tubeless. As equipment wears out and replacements are required, fleet owners will look to the new tubeless tires and rims for their needs.

Principle of tire inflation remains the same for truck tubeless. Regardless of rim designs, the method of inflating tires does not change. It is the method of attaching the tire valve to the rim that changes. The Schrader principle of tire inflation has been the Industry's standard since the first pneumatic tire. That means you do not need new inflating or gauging equipment—your present chucks, gauges, airline fittings continue to be part of the Industry's standard.

How is the method of valve attachment changed to meet new rim needs? The TR500 series valves used on the drop center type rims clamp into the rim holes — the only tool needed is a wrench. Servicing these valves is a very simple procedure.

As new changeovers to tubeless tires are made, Schrader will continue to cooperate with the Industry to help develop and provide the quality valves that will be needed. Schrader research and production will be working to provide the valves and tools needed to keep trucks and buses rolling safely, economically.

Tire valves, accessories, service tools and service hints are available from Schrader. To help you in your job of servicing and repairing trucks and buses, you will want to know all you can about the new tubeless tires and valves.

Write to Schrader for information which you feel will help you. Address: A. Schrader's Son, Division of Scovill Manufacturing Company, Incorporated, 470 Vanderbilt Avenue, Brooklyn 38, N. Y.

Schrader
ESTABLISHED IN 1844

FIRST NAME IN TIRE VALVES
FOR ORIGINAL EQUIPMENT AND REPLACEMENT

quicker seating

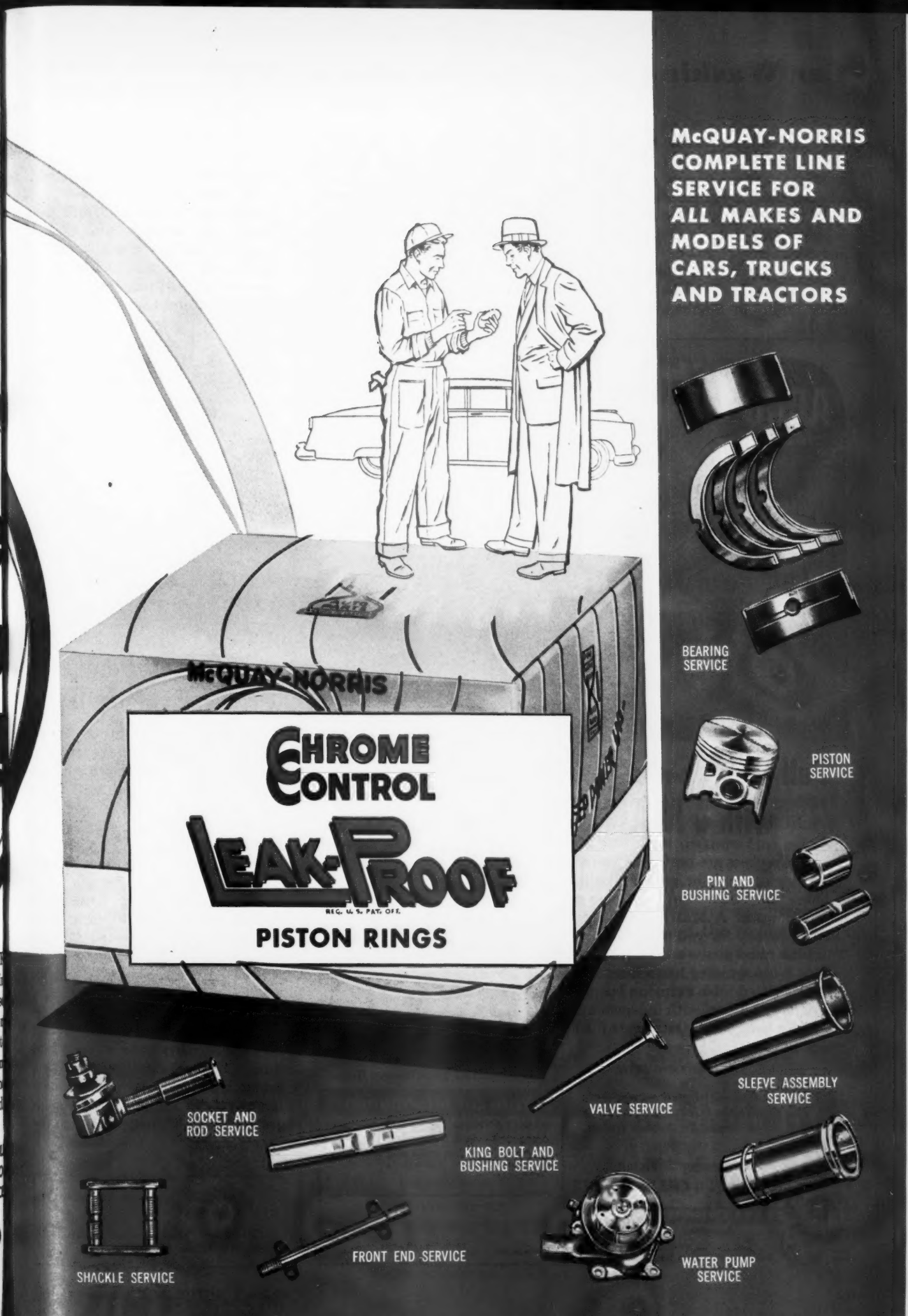
with the rings you know!

When a CHROME-CONTROL LEAK-PROOF job leaves the shop you *know* it won't be back in one, two or three thousand miles. That's because CHROME-CONTROL LEAK-PROOF piston rings are *quick seating*—they deliver customer satisfaction from the moment he drives away from your shop—and that means *no comebacks!* Use the rings you *know* . . . the rings that are guaranteed.

CHROME-CONTROL LEAK-PROOF PISTON RINGS WILL OUT-PERFORM ANY OTHER SET IN THE "HARD-TO-HOLD" JOBS REGARDLESS OF KIND, DESIGN OR PRICE

McQUAY-NORRIS MANUFACTURING CO

ST. LOUIS 10, MISSOURI


McQUAY-NORRIS COMPLETE LINE SERVICE FOR ALL MAKES AND MODELS OF CARS, TRUCKS AND TRACTORS
McQUAY-NORRIS
CHROME CONTROL
LEAK-PROOF
REG. U. S. PAT. OFF.
PISTON RINGS
BEARING SERVICE
PISTON SERVICE
PIN AND BUSHING SERVICE
SLEEVE ASSEMBLY SERVICE
VALVE SERVICE
SOCKET AND ROD SERVICE
KING BOLT AND BUSHING SERVICE
SHACKLE SERVICE
FRONT END SERVICE
WATER PUMP SERVICE

Car Washing . . . . . Continued from Page 100

ing unit as it allows for increased or decreased intervals between washing cycles depending upon whether there is more than one man washing the car or if the car itself is especially covered with grime and dirt.

Supplying and servicing transportation is nothing new to the Stahl family of Southampton. Mr. Stahl's father, the late Mr. Daniel Stahl, founded a wagon building business in the 1890's and switched to truck merchandising and servicing after the turn of the century.

Community-wise, Mr. Stahl is chairman of Southampton's Water Authority, a member of the Lions Club, and a member of Chevrolet's Philadelphia Dealer Planning Committee. Also active in driver training for teen-agers, Mr. Stahl was recently awarded a plaque by the Automobile Club of Philadelphia for his contributions to the Driver Training Program of Upper Southampton-Warminster High School.

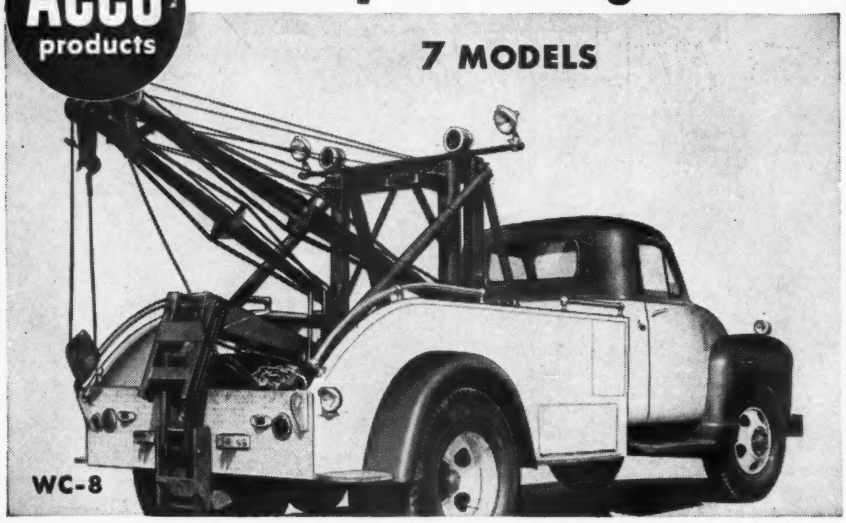
Mr. Stahl is also a collector of antique automobiles and a life member of the Antique Auto Club of America. He has a whole raft of prizes and cups from entering his cars in competition from time to time. His oldest car is a 1902 Oldsmobile while he is particularly proud of his 1917 Chevrolet with a V-8 engine. He has in all, 16 antique cars.

The Stahl family can point with justifiable pride to three generations of active participation and service to the transportation industry. In short, this service adds up to a phrase well chosen for their dealership in the Southampton area: "Stahl, A Name In Transportation For Over 50 Years."

Some people learn traffic rules by accident.

ACCO products

Manley Wrecking Cranes

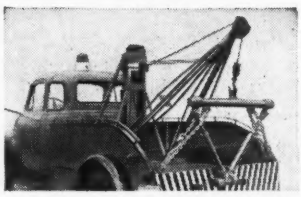


Pull them in—to Your Shop— with a MANLEY Wrecker

• Wreckers are profitable two ways—for towing, and for pulling disabled vehicles into YOUR shop where you get the repair work. A MANLEY Wrecker can make money for you both ways.

Illustrated above is the MANLEY **WC-8**. This 8-ton wrecker has a large, oversize frame with double swinging booms. Two separate winches, with independent controls at both sides. Outriggers for heavy side pulls.

7 models available



• The new **WC-5** Wrecker has a 10,000 lb. pulling capacity. It has a double non-swinging boom that is designed to handle normal garage wrecking jobs. Boom can be raised and lowered under power directly from the power take-off. Also shown is MANLEY 2209 Towing Hitch.

The best-equipped garage gets the profitable business. See your MANLEY Jobber today.

ACCO **Manley Division**
AMERICAN CHAIN & CABLE

York, Pa., Chicago, New York, Portland, Ore., San Francisco, Bridgeport, Conn.

In Canada: Dominion Chain Company, Ltd., Niagara Falls, Ontario

TRADE MARK

Write for Information

MANLEY DIVISION MA
American Chain & Cable, York, Pa.

Please send literature and prices on MANLEY Wrecking Cranes.

Name_____

Address_____

Town_____ Zone_____ State_____

Studebaker Plans Dealer Expansion

Studebaker Division of Studebaker-Packard Corporation is carrying out a "new growth program" aimed at expanding its dealer organization by some 20 per cent, according to William A. Keller, general sales manager.

Keller said the program is already under way under direction of a dealer development department working closely with zone sales managers in the company's 17 sales zones throughout the country.

Studebaker currently has some 2,470 dealers.

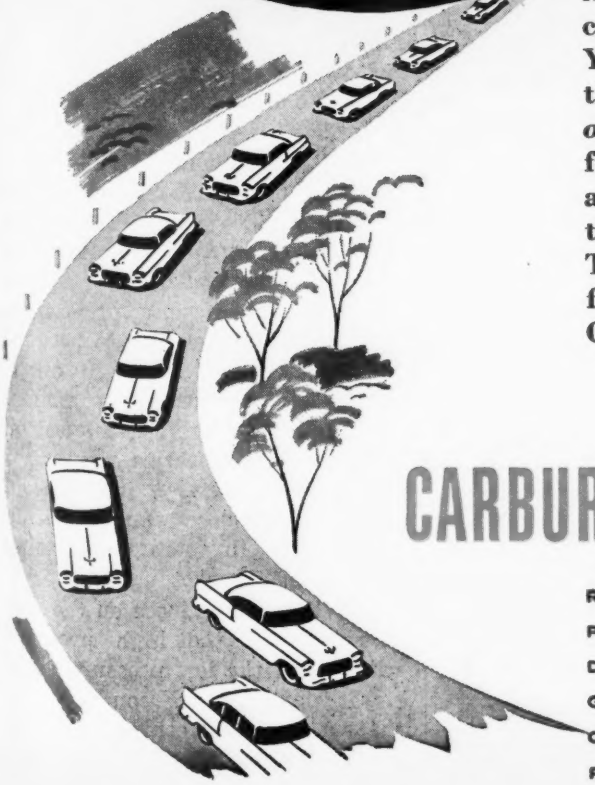
"The expansion of our dealer organization is a project to be carried forward steadily over a period of time," Keller said. "We are programming it to take place in conjunction with the substantial sales growth we anticipate during the next year."

Lawyer: "Do you wish to challenge any of the jury?"

O'Malley: "Well, I think I can lick that little fellow on this end."

WHAT A MARKET!

ONE ROCHESTER CARBURETOR FITS OVER 10,000,000 CHEVROLETS NOW ON THE HIGHWAYS!



Meet a good mixer! It's a Rochester—the perfect carburetor replacement for 1932-1952 Chevrolets! You can't top a sales and service potential like this! Over 10,000,000 Chevrolet owners can rely on *one* precision-engineered unit for just the right fueling job! Rochester Carburetors are dependable and durable, rugged and responsive—engineered to fuel the finest automobiles on the road today! That's why you'll find there's such a wide market for Rochester. It's smart to stock Rochester Carburetors every time!

CARBURETORS BY ROCHESTER PRODUCTS

ROCHESTER PRODUCTS DIVISION OF GENERAL MOTORS CORPORATION ROCHESTER N.Y.

Service Suggestions

Checking Air Conditioner Compressor Oil Level

With an oil separator installed, the procedure for checking compressor oil lever in Lincoln-Mercury air conditioning systems is simplified. The following procedure is recommended:

1. Assure that the compressor pulley disconnect bolts are in place. 2. Run engine at approximately 1500 rpm, full air conditioning, for 15 minutes in 60 degree F ambient temperature or above. Check the evaporator sight glass for bubbles to determine if the charge is sufficient for future reference. 3. Shut engine off and isolate compressor by turning both service valve stems fully clockwise until seated. 4. Loosen high pressure service valve gauge port cap slightly to let the compressor pressure bleed off. (Observe safety precautions given in service manual.)

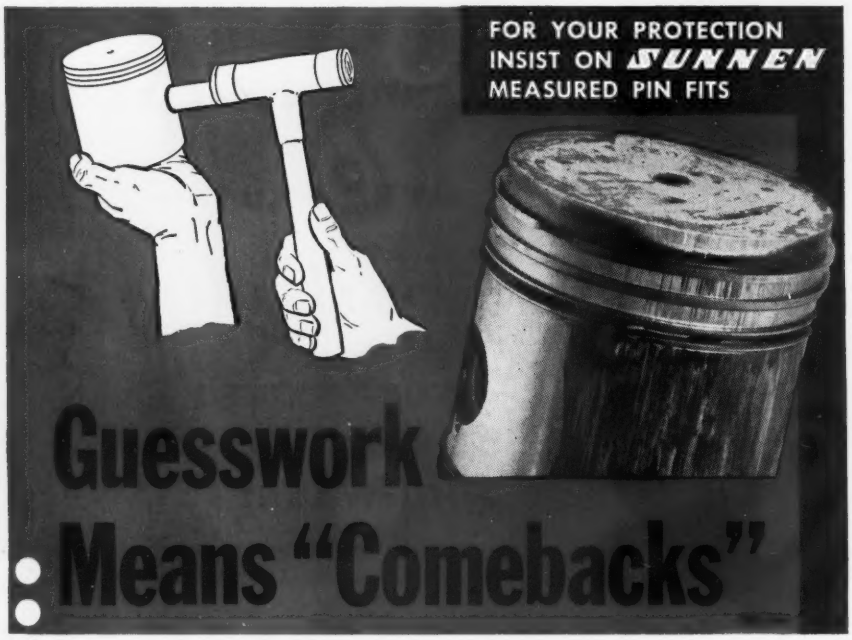
5. Lincoln: Disconnect the compressor end of the oil separator drain hose. Mercury: Remove cap from drain hose fitting in compressor. 6. Insert a clean 1/8 inch diameter rod (flat on one side for approximately 3 inches at the bottom end) into the compressor crankcase through the fitting until it bottoms. (Do not use a coated welding rod.) Approximately 8 inches will be required to reach the bottom. The compressor crankshaft may have stopped with the counter-weights in position to prevent the rod from bottoming on the compressor base. If so, remove the rod and tap the starter to rotate the compressor slightly. Try the dipstick rod again. Repeat if necessary until the rod bottoms, being careful never to rotate the compressor with the rod inserted. Oil level, measured from the bottom of the dipstick rod, should be: Lincoln: 1½ to 2 inches (8 oz. to 12 oz.) Mercury: 2 to 2¼ inches (8 oz. to 12 oz.)

7. If oil level is below minimum, add oil to bring level to maximum amount specified. Use only Sunisco 4-G Refrigerant Oil. If oil level is above normal, foaming of oil in the crankcase may be causing a false reading. Allow open compressor to set for 15 minutes and recheck. If still high, remove enough oil to bring level to maximum amount specified. 8. Lincoln: Reconnect oil separator drain hose to compressor fitting, using new ¼ inch gasket. Mercury: Replace cap on drain hose fitting in compressor, using new ¼ inch gasket under cap.

9. With the cap loose on the service port of the high pressure valve, open the low pressure valve slightly and allow Freon to purge the suction hose, compressor, and

(*Continued on page* 108)

"Do you serve women at this bar?"
"Nope, you have to bring your own."



Piston Failures are Expensive . . .
In Loss of Profit and Loss of Good Will

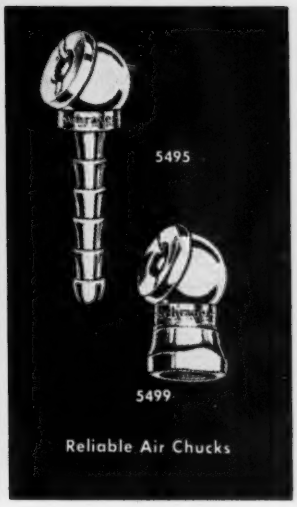
Many piston failures have been traced to incorrect Pin Fits which do not allow cam-ground pistons to expand properly, resulting in scored pistons.

Whether you fit your own pins or send the work out, we can help you eliminate practically all comebacks from piston scuffing and scoring.

Our 24-page booklet "*Just What Is A Pin Fit*" gives the complete story, with many illustrations of actual piston failures and their causes. Endorsed by piston, ring and car manufacturers—200,000 requests already filled—why not drop us a card for your own free copy.

Why not insist on the best...
Specify Sunnen Precision Pin Fitting Equipment

SUNNEN PRODUCTS COMPANY
7918 Manchester Ave. • St. Louis 17, Mo.



Everything you need to keep your airlines profit lines

Your airlines are money to you! These genuine Schrader Products help you give complete and accurate tire service. Install a new Schrader Chuck Gauge, *with replaceable gauge unit,* in all your strategic service areas. Teamed with Schrader Couplers and Adapters, this new Chuck Gauge adds up to the kind of service that saves steps, time, trouble . . . keeps your customers coming back to you.

Remind your customers of the importance of proper tire inflation, it's a key part of your "Certified Air Service" program. Use Schrader Gauges and all Schrader Air Products—keep your air service up-to-date. Order from your supplier today.

Gauges you need for better Air Service

A. SCHRADER'S SON
Division of Scovill Manufacturing Company, Incorporated
470 Vanderbilt Avenue, Brooklyn 38, New York

Schrader®
ESTABLISHED IN 1844

FIRST NAME IN TIRE VALVES

FOR ORIGINAL EQUIPMENT AND REPLACEMENT

discharge hose of air and moisture. Tighten the service port cap. 10. Open both service valves fully. 11. Run engine at fast idle and check the evaporator sight glass for bubbles. Since only Freon vapor is present in the compressor, very little Freon is lost in this procedure. If the charge is low, however, bubbles will appear and it will be necessary to add a partial charge as described in the manual.

Troubles Caused By Poor Choke Operation

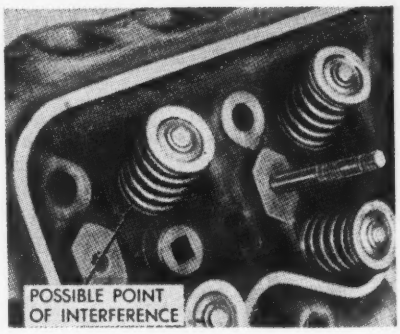
If poor gasoline mileage is found in a Dodge, plus possible carburetor flooding, and/or difficulty in restarting a double rocker V-8 engine, there is a possibility that the condition may be caused by incorrect installation of the right bank exhaust manifold gasket.

Should the gasket be installed incorrectly, it would be possible for air to be drawn between the cylinder head and the exhaust manifold, directly into the choke hot air tube without passing through the preheat chamber. If a condition of this nature is suspected, it can readily be checked by feeling if that portion of the exhaust manifold gasket that seals off the preheat chamber extends down below the exhaust manifold. When properly installed, the gasket should not extend down in this area. Caution: To prevent being burned by the exhaust manifold, let it cool before making this check.

HECKETHORN MANUFACTURING & SUPPLY CO. • Littleton, Colo.

Valve Spring Noise Sounds Like Bad Tappet

A Plymouth V-8 engine noise that sounds like a faulty hydraulic tappet can be caused by a valve spring striking the head at the edge of the valve recess as the

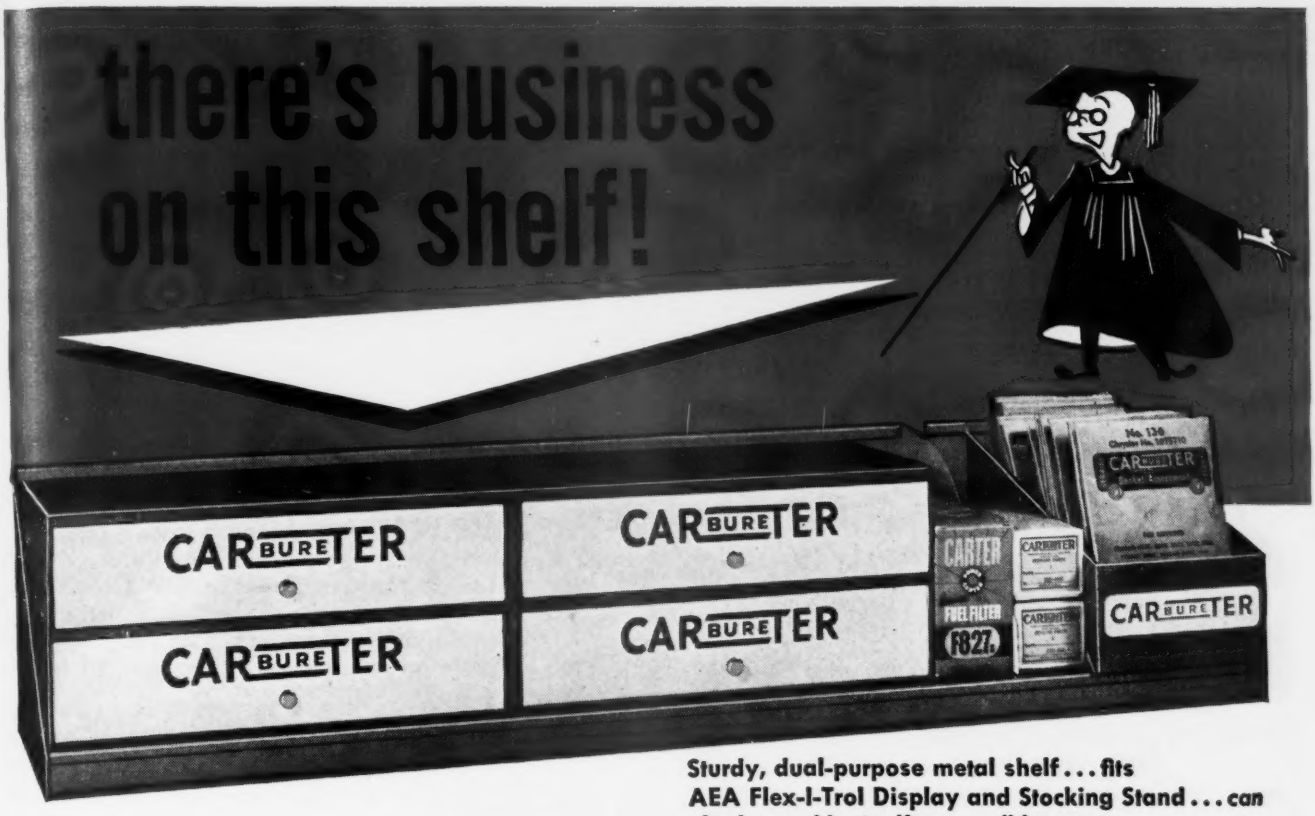


valve spring is compressed. This condition is usually indicated by a shiny spot on the lower coil of the spring or on the edge of the recess. Beveling or chamfering the edge of the recess will provide the necessary clearance for the spring.

New Lining Should Be Broken in Slowly

All service personnel are cautioned against making rapid or severe brake applications immedi-

(*Continued on page* 112)



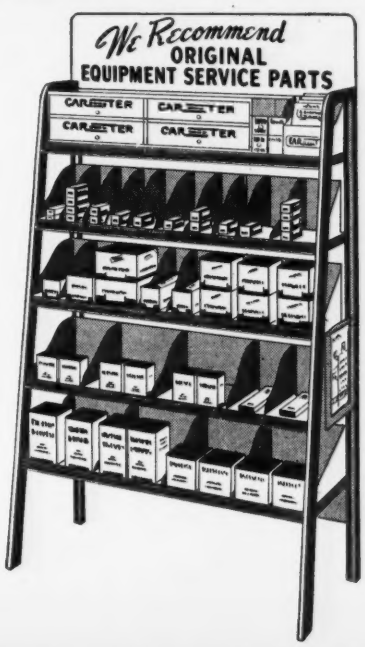
Sturdy, dual-purpose metal shelf . . . fits AEA Flex-I-Trol Display and Stocking Stand . . . can *also be used by itself as a wall hanger.*

CARTER

POWER CENTER®

PARTS SHELF ASSORTMENT

NO. S152



With this Carter Parts Shelf Assortment you're set to service popular Carter Carbureters on car models ranging from 1939 through 1954.

The shelf itself is handsome and rugged. The four-drawer metal cabinet features individual corrugated containers with imprinted part numbers. Gasket assortment holder designed for quick reference with ample space for additional assortments.

Get the complete S152 story from your nearest Carter Supplier—call him today!

CARTER CARBURETOR CORPORATION, St. Louis 7, Missouri
Division of ACF INDUSTRIES, INCORPORATED

$2 A DAY PUTS AUTO LAUNDRY

HERE'S YOUR GOLDEN OPPORTUNITY TO OBTAIN THE LEADING, MOST ADVANCED AUTO LAUNDRY ON A "PAY-AS-YOU-EARN" BASIS — with profits to spare!

The Choldun Auto Laundry — complete with CARWASHER, DRYER and VACUUM CLEANER — can be yours for as little as $2 a day, financed through your Authorized Choldun Jobber and The Commercial Credit Plan.

Surveys show most service stations and car dealers fail to realize that cars are washed five times to every one time they are lubricated. Get the jump on your neighborhood by becoming fully equipped to capitalize on this much greater demand for car washing.

With Choldun equipment (and chemicals) — you turn out better, faster wash jobs with a minimum of help and make washing a profitable part of your business.

NEW!

NEW!

NEW!

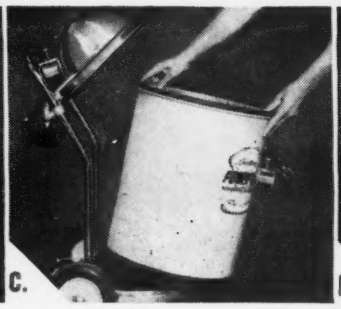
POWER-VAC . . . the first really improved vacuum cleaner in a quarter of century. Incorporates many new innovations never before offered. For example, "POWER-VAC" won't roll or bump the car . . . its wheels lock with a positive brake . . . its accordion hose turns corners, enables you to reach otherwise inaccessible places. Other exclusive features allow you to change the directions of the inlet hose connector; An automatic exhaust cover to protect motor from water spray; Fast coupling, latch type hose connections; Aluminum cast parts won't tarnish or rust; bottom of tank protected by rubber bumper.

ALSO:

A. 25% MORE FILTER AREA
B. AUTOMATIC MOTOR LOCK & CORD HOLDER
C. REMOVABLE CONTAINER
D. POSITIVE BRAKE, LARGE WHEELS

A.

B.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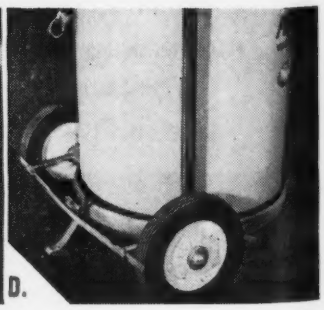
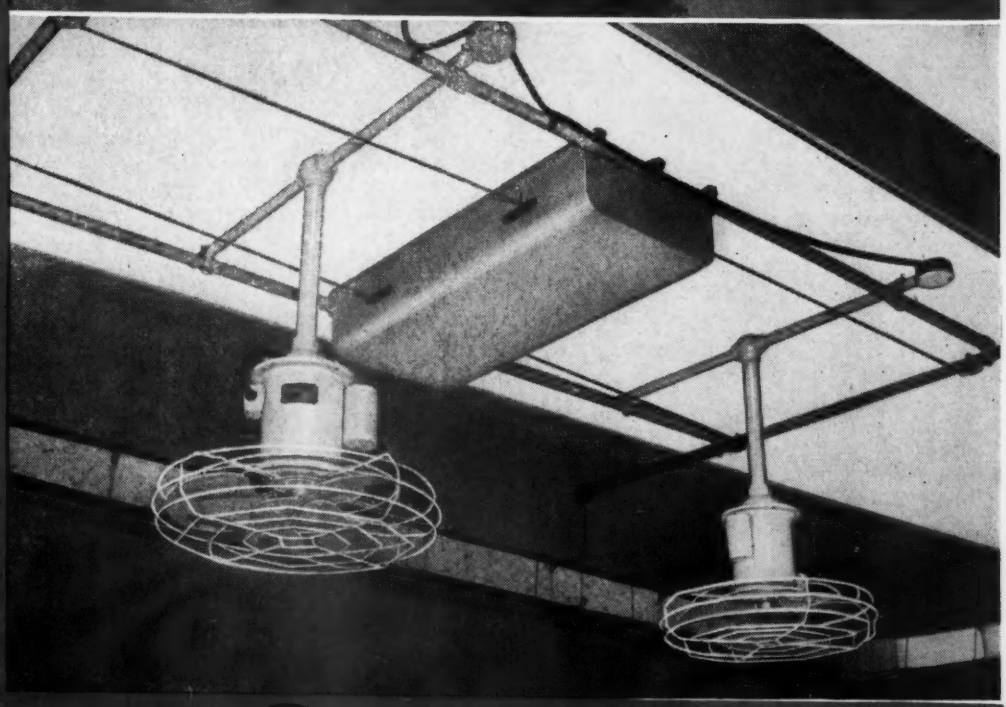

D.

THIS CHOLDUN IN YOUR WASH BAY!

Only Choldun "Auto-Magic" wets, shampoos and rinses the entire car. No need for bucket or hose to properly wash front and back of car as with other washing equipment. Only Choldun "Auto-Magic" allows you to wash panel, pick-up and delivery trucks as part of your regular carwash service.

FEATURES: new all-Aluminum Elevator; simple push-button operation; no track installation . . . leaving your bay free; shampoo meter jet; visable shampoo supply; self contained motor and pump; water tank operates on normal city water pressure and insures constant water supply regardless of flow in your lines); eye catching UP and DOWN operation; requires no special drains.

The Choldun Car Dryer cuts drying time and effort as much as 75%. Turns out sparkling, dried cars as fast as specialized Auto Laundries for hundreds of dollars less than you'd expect to invest in drying equipment. Revolutionary in every respect. Flick of switch starts 2 Ultra-High Velocity Fans spinning. Air is forced down on car's surface, blasting the bulk of the water off car . . . car dries in minutes. Easily installed . . . leaves the bay free.



"Purple Magic" Concentrated Carwash Shampoo waxes as it washes, polishes as it cleans, shines as it dries. "White Magic" cleans tires brighter-whiter. Simply spray on. "Leather Magic" cleans brighter, softens faster, protects better. Choldun MAGIC Chemicals available in bulk sizes, too.

CHOLDUN Mfg. Corp., New Haven, Conn.

M.A.

☐ Tell me how I can put my wash bay on a high paying basis.

☐ Send me FREE sample Choldun "Purple Magic".

NAME .....

STREET .....

CITY & STATE .....

No danger of damaging parts with

KENT-MOORE *RATE-MAKER*® SPECIAL SERVICE TOOLS

What do *you* do on a job when you break a part? Absorb the loss? Charge the customer for unexpected "extras"? Or find the cause and effect a cure to prevent future breakage? Well, chances are you wouldn't have damaged the part in the first place if you'd used the *right* tool . . . a *Kent-Moore Rate-Maker Special Service Tool.* For, you see, Kent-Moore Tools are developed in cooperation with major car manufacturers. They're designed to perform specific repairs according to factory-recommended procedures . . . built for fast, accurate, damage-free service. Priced to produce profits, too! So why wait? . . .

KENT-MOORE TOOLS ARE NOW AVAILABLE THROUGH SELECTED AUTOMOTIVE JOBBERS

FREE! New fact-filled 12 page Manual contains complete information on entire line of Kent-Moore Tools for high profit Hydra-Matic Service! Send for your copy today.

KENT-MOORE ORGANIZATION, INC.

5-105 GENERAL MOTORS BUILDING ★ DETROIT 2, MICHIGAN

Service Suggestions

Continued from Page 108

ately after installing new linings or performing a grinding operation with a Brake Dokter or similar spindle mounted equipment. Such braking action will often result in a pronounced pull on the vehicle to one side or even smoking at the wheels if braking is severe or prolonged.

A new set of relined brakes should be treated similar to a new engine that has been overhauled. Since the surface of the brake lining and possibly the drum surface have been machined and ground, the brakes will require a little seating before attempting severe stops. Any abuse of a brake lining right after a regrind job will superheat the ground surface of the lining, bringing the resins to the surface and causing a grabbing action.

Always apply brakes moderately until they are smoothed in and cured on the surface. Remember, no brake will operate satisfactorily when it is heated above its normal operating temperature!

Engine Compression Ratio Identification Markings

Effective January 3, all 1955 Mercury cylinder heads have the letters ECK-B or -C (for the 7.6:1 compression ratio) or ECL-B (for the 8.5:1 compression ratio) cast between the 1-2 and 7-8 exhaust ports toward the top of the head above spark plug shield for identification. The color of the rocker arms covers remains unchanged.

These identification marks can be viewed in the engine compartment by using a mirror and light.

Correction of High Fuel Pump Pressure

If fuel pump pressure is in excess of 5 pounds on Pontiacs it may be due to the fuel pump diaphragm being installed with in-

(*Continued on page* 114)

NATION-WIDE SURVEY OF GM CAR DEALERS SHOWS:

Sales are often "automatic" when you simply figure in

Safety POWER STEERING

"And of course you want Safety Power Steering . . ." Those eight little words, said offhand to your prospects when you're in the closing room totalling up the cost of their new car, can help you *double your profits on S.P.S.!* Just add in the new low 1955 price and point out that they'll hardly notice the difference in the monthly payments. In most cases you'll make the extra sale without trouble—particularly if you've already given your prospects (especially the *ladies*) a convincing road demonstration of *Safety* Power Steering's effortless driving and parking ease. Remember, just a little extra effort daily can add up to a *big difference* in your monthly "take"! Saginaw Steering Gear Division, General Motors Corporation, Saginaw, Michigan.

IT PAYS TO PUSH

NOW PRICED TOO LOW TO PASS UP!

Safety POWER STEERING by Saginaw

sufficient slack. The corrective procedure to be followed when high fuel pump pressure is encountered on a new car is listed below. If this does not reduce the pressure below 5 pounds, the pump should be replaced.

1. Remove the pump from the engine and place mounting flange in a vise with fuel side up.
2. Loosen the cover screws two turns to relieve the diaphragm.
3. With a short section of pipe fitted over the rocker arm, move the arm up and down several times.
4. Press the rocker arm up and hold it in that position while tightening all cover screws.
5. Reinstall the pump.

Now... BY M&E

THE FAMOUS LINE OF

MICRO-SPRAY GUNS

AND ACCESSORIES

FAMOUS FOR FINE ATOMIZATION . . . LOWER AIR CONSUMPTION . . . GREATER ECONOMY OF PAINT

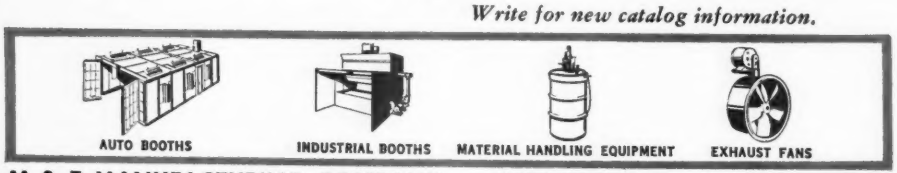
Now—M & E Manufacturing Company, an established name in the spray painting equipment field, will continue the high standards of this famous line, formerly by Kellogg-American.

These dependable guns have become a part of M & E's program.

To our M & E jobbers, to our new, former Kellogg-American jobbers and customers, we pledge the finest in service, in quality, with even greater engineering improvements.

For advancements in the spray painting field—look to M & E.

Write for new catalog information.



M & E MANUFACTURING COMPANY • INDIANAPOLIS • LOS ANGELES

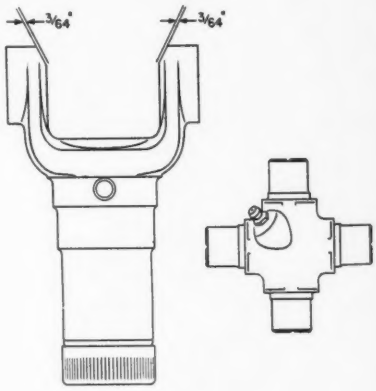
New Connecting Rod Assembly and Bearings

A new connecting rod assembly is used in the 1955 Mercury engines. This rod differs from the 1954 connecting rod in that the squirt hole in the crankshaft end of the rod, which provides lubrication to the cylinder wall, has been moved to the opposite side of the rod. This results in the oil being supplied to the cylinder wall at the beginning of the upward stroke of the piston.

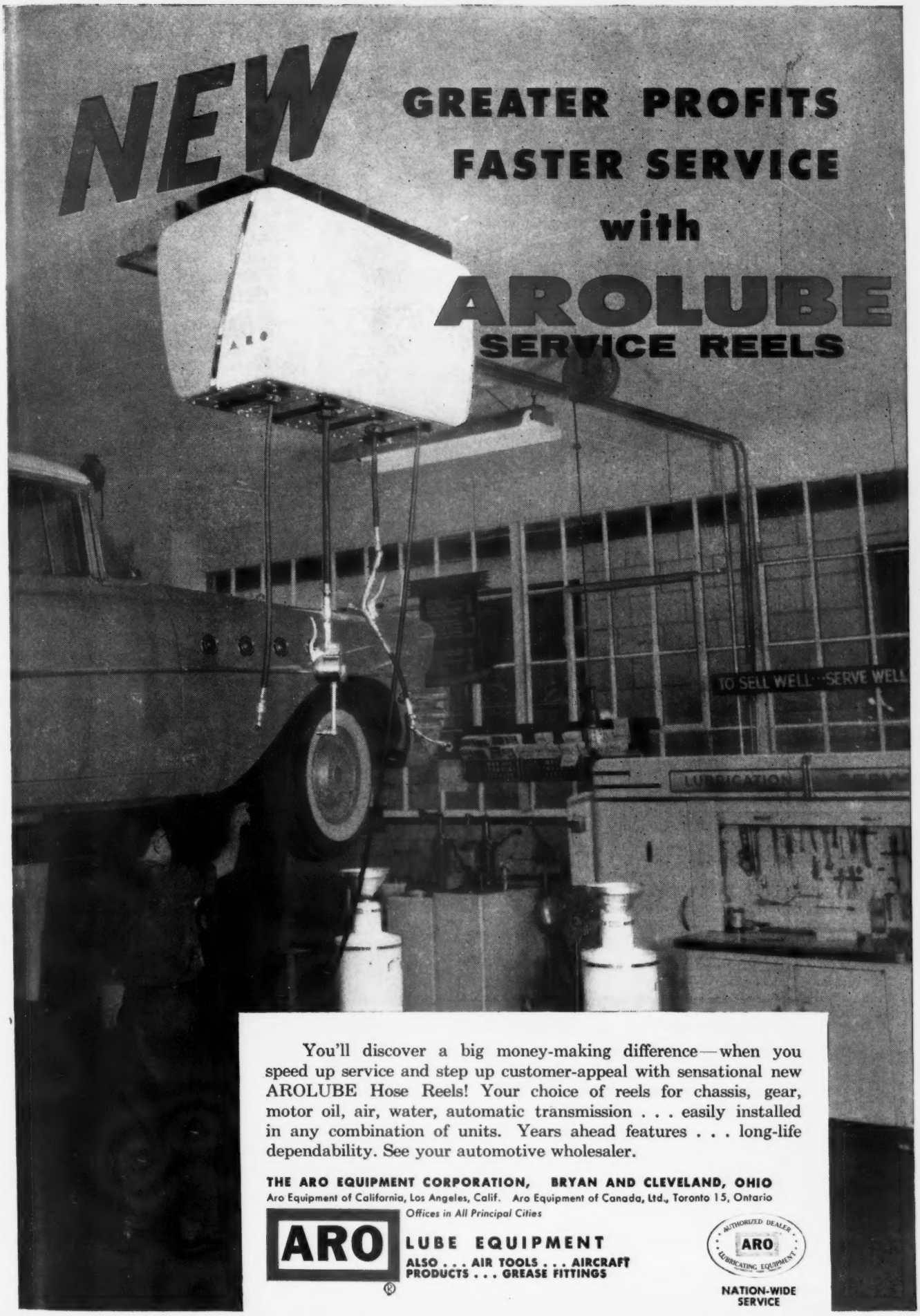
This change in the connecting rod made it necessary to relocate the corresponding hole in the connecting rod bearing. The new service bearings listed below have two holes drilled in them, one for either the old or the new rod hole location. Bearings with one hole should be used to service 1954 connecting rods only. Bearings with two holes may be used to service either 1954 or 1955 connecting rods. The new rod may be used to service 1954 engines.

Lubrication of Universal Joint with Hand Gun

When lubricating Lincoln or Mercury universal joints equipped with zerk type fittings, it is recommended to use a hand gun instead of a pressure gun. By using a hand gun, the possibility of damaging seals will be avoided.



It is recommended that universal joints be lubricated every 1000 miles, with the exception of vehicles equipped with a Multi-Luber when the lubricating interval is every 2000 miles.



You'll discover a big money-making difference—when you speed up service and step up customer-appeal with sensational new AROLUBE Hose Reels! Your choice of reels for chassis, gear, motor oil, air, water, automatic transmission . . . easily installed in any combination of units. Years ahead features . . . long-life dependability. See your automotive wholesaler.

THE ARO EQUIPMENT CORPORATION, BRYAN AND CLEVELAND, OHIO

Aro Equipment of California, Los Angeles, Calif. Aro Equipment of Canada, Ltd., Toronto 15, Ontario

Offices in All Principal Cities

ARO ®

LUBE EQUIPMENT

ALSO . . . AIR TOOLS . . . AIRCRAFT PRODUCTS . . . GREASE FITTINGS

AUTHORIZED DEALER ARO LUBRICATING EQUIPMENT

NATION-WIDE SERVICE

STANDARD-TRIUMPH Motor Company, Inc., importers of the Triumph TR2 sports car, announced that Triumph models will be available with detachable hardtops. The one-piece black top features a large rear window curved to the contour of the top, allowing maximum rear vision. Sliding windows are also fitted to the top, the whole blending with the lines of this sleek sports car. Soft top kits as optional extras will be available with the hardtop model. Models incorporating the soft top only will be available as previously.

Protect . . . and profit!
Install Corbin
Self-Tightening Hose Clamps

Give your customers the added protection of safe, dependable hose connections with Corbin Self-Tightening Hose Clamps — the *original* permanent tension clamps that provide tight, positive seals in all kinds of weather.

You'll find that Corbin Self-Tightening Hose Clamps can be installed quickly and easily . . . tighten automatically . . . eliminate the need for nuts, bolts or screws. Made of high quality heat treated spring steel, they resist rust and corrosion . . . never lose their spring or tension . . . grip evenly and securely, even on irregular castings, tube or hose. Try them and see. Remember — with Corbin you're "covered", at no extra cost!

For prompt service, order a supply of Corbin Self-Tightening Hose Clamps through your jobber today. Available in all sizes from 3/8" to 2 5/8" O.D. Corbin Hose Clamp Div., The American Hardware Corporation, New Britain, Connecticut.

The Original
Self-Tightening HOSE CLAMPS

Ford Announces New Truck Line for 1956

Featuring greater engine performance and payload capacity, the new 1956 Ford truck line includes two new models—a T-750 tandem axle model in the heavy truck series, and a new pickup with longer wheelbase. Gross vehicle weights extend from 5000 lb to 42,000 lb on the heavy-duty tandem axle models.

In addition to wrap-around windshields, styling advances include a new one-piece grille with integral head lamp hoods and housings. The hooded 1956 cab roof stems ahead of the windshield to act as a partial sun visor. All Ford cabs are available in a choice of eight single colors or eight two-tone color combinations.

Introduced this year are two standard safety features—a safety steering wheel and safety door latches. The former is designed with a rim three in. above the horn button to give the driver added protection from the steering column in the event of a crash. The new safety door latch holds latching rotor teeth in place and is said to reduce the chance of the door opening in case of an impact.

Tubeless tires are standard equipment this year. Seat belts are available as optional equipment.

Mechanical Features

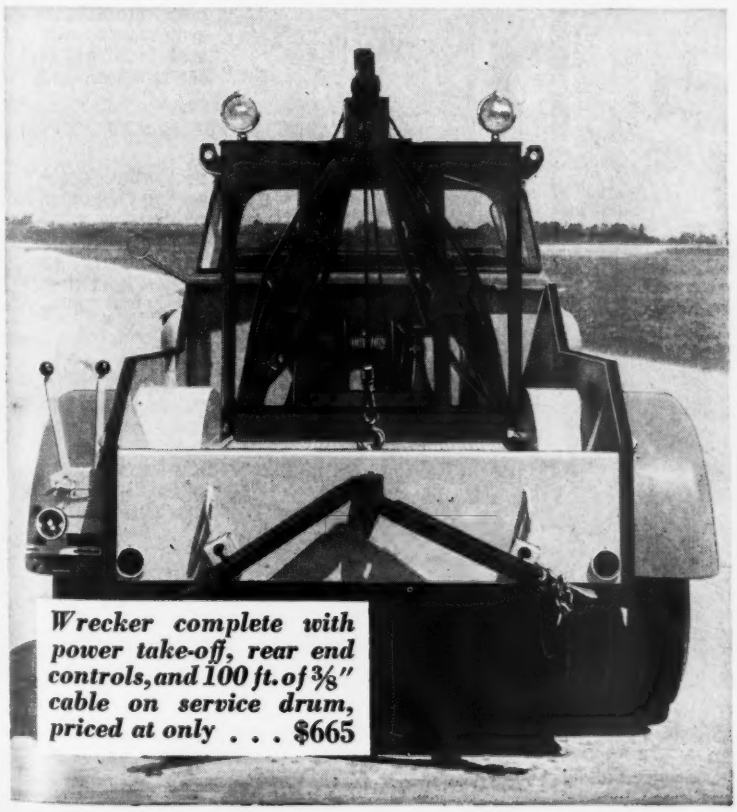
Ford's short stroke engine design has been continued this year in eight more powerful engine combinations that are said to offer an average of 17.3 per cent more power in the 1956 truck line than last year. Horsepower has been

(*Continued on page* 120)

Let THIS Little Wrecker EARN BIG PROFITS for YOU!

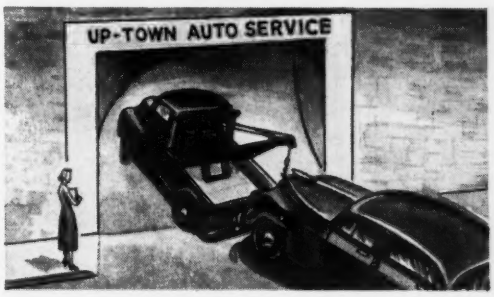
Holmes 400 Model is a versatile little Unit that can be used very profitably by *any* good shop or service station operator. This all-new, low cost Wrecker was designed for light pick-up and towing service and is ideal for handling the "average" Road Call. It is small and compact in size for mounting on a light chassis of ¾ to 1½ ton capacity, using either the standard pick-up body or Holmes new custom-built body shown below. On a suitable truck, its operation is fast, economical, and especially suited for work in congested areas. The Wrecker is built low in height to get in and out of low doorways, up winding ramps, or any other place a passenger car will go. Model 400 has a wide range of operation, with a rated capacity of 3 tons, which is ample power for handling the average automobile and EARNING BIG PROFITS for you. See your jobber or write TODAY for details.

ERNEST HOLMES CO., Chattanooga, Tenn.



Wrecker complete with power take-off, rear end controls, and 100 ft. of ⅜" cable on service drum, priced at only . . . $665

Model 400 has many desirable features. It is power-operated with worm drive mechanism, has convenient rear end controls, non-swinging double booms, and an outboard leg that permits recoveries to be made from either side of the Wrecker.



The Wrecker is designed low in height (no higher than cab), and when used on a small truck with short turning radius, has sufficient clearance to make sharp turns into on-the-street doorways, up winding ramps and other close places.

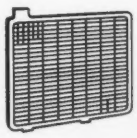
Ideal for pick-up and delivery service. Booms can be raised or lowered by power to lift motors, truck tires, supplies, and various other objects handled around every shop. Note large cargo space, in rear of service body, for hauling.

BUILT TO MEET ANY DRIVING

★★★★ DELCO EXTRA-

GUARANTEED

EXCLUSIVE NEW GRID

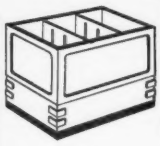


Delco's unique grid design increases battery life as much as 100 percent by even distribution of current and a superior resistance to overcharge and corrosion.

SUPERIOR RUBBER SEPARATORS

Delco's rubber separators offer a new high in resistance to vibration, acid attack and peroxidation, and are designed to withstand extreme temperatures.

HARD RUBBER CASES



Delco's genuine hard rubber case is completely resistant to acid absorption, heat, bulging, warping, or other distortion.

★Listen to Lowell Thomas Newscast on CBS Radio Network—See your local listing for time and station.

REQUIREMENTS ★ ★ ★ ★ ★ ★ ★

DUTY BATTERIES FOUR YEARS ★ ★ ★ ★ ★

DELCO'S DRY CHARGE BATTERIES CAN BE STORED INDEFINITELY, YET ARE FACTORY-FRESH WHEN YOU SELL THEM!

Delco's Extra-Duty line, loaded with extra-duty features, hits a new high in battery dependability and performance. As a nationally advertised battery, Delco has earned a degree of public acceptance that is the envy of the industry. Add to this a four-year guarantee that applies *regardless* of mileage in normal passenger car service—a guarantee that's backed by Delco and General Motors—and you have everything a customer could want in a battery.

The four-year guarantee on the Extra-Duty line also applies to Delco's new dry charge battery—a battery that can be stored indefinitely and still give factory-fresh power *instantly!* You see, Delco Dry Charge Batteries do not require an initial electrical charge. You just add the electrolyte and they're ready to go.

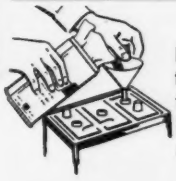
In addition to Delco's Extra-Duty line, there are Delco Original Equipment, Tractor and Economy lines—a battery for every purse and purpose.

CONVENIENT NEW DELCO ELECTROLYTE PACKAGE

ZIP ★ ★ ★ CLIP ★ ★ ★ POUR

ZIP off the top of the sturdy fiberboard container, with the built-in pull string.

CLIP off the corner of the acidproof polyethylene bag that's attached to the container.



POUR easily from this disposable container, which comes in two sizes to meet every battery need.

A General Motors Product

A UNITED MOTORS LINE

GM GENERAL MOTORS

SERVICE

Ford Truck . . . . . Continued from Page 116

increased in all power plants from 12.7 per cent in the smallest 223 cu in. six cylinder, 133-hp engine to 17.6 per cent in the largest 332 cu in. heavy duty Y-8 engine rated at 200 hp. when equipped with a four-barrel carburetor. In the medium-heavy truck series, a special 168 hp Y-8 engine is available with a four-barrel carburetor.

An optional power package for the heavy truck series consists of four-barrel carburetor, dual exhaust, and special cold air intake. The 332 cu in. engine develops 200 hp with this equipment.

Another option is a thermostatic fan which adds power to heavy trucks by disengaging the engine fan at low operating temperatures. This is said to provide up to 18 more usable horsepower at the clutch.

Improved manifolding and valving throughout the engine line are claimed by Ford to move the fuel mixture in and out of the combustion chamber more efficiently. A standard 12-volt electrical system is used throughout the line.

Power steering becomes available this year as optional equipment on conventional heavy trucks. It is standard equipment on tandem models with 302 and 322 cu in. engines. Fordomatic transmission is available this year on P-500 parcel delivery trucks.

COMPLETE, "RIGHT-DOWN-THE-MIDDLE," ACCESSIBILITY BUILDS YOUR SERVICE PROFITS!

The "right-down-the-middle," wide open space, provides greatest under-car accessibility to *all* parts requiring service. Faster service, less job time . . . greater profit.

Check these features . . . fast car spotting with virtually no adjustments . . . car frame contacted directly by lift rails . . . smooth working area . . . ***built-in automatic safety latch*** functions at every point throughout the complete rise of lift . . . simple, accurate lift control . . . movement of pistons synchronized by fool-proof rack and pinion equalizer.

And here's a plus feature . . . the Twin-Master handles all unconventional frame cars and ¾ ton trucks.

WRITE TODAY FOR COMPLETE INFORMATION!

IN CANADA: Midland Foundry & Machine Co., Ltd., Midland, Ontario.

JOYCE LIFTS

THE JOYCE-CRIDLAND COMPANY

Designers and Builders of Lifting Equipment Since 1873

DAYTON 3, OHIO, U.S.A.

Chrysler's Boyhood Home Is Dedicated

The boyhood home of Walter P. Chrysler, founder of Chrysler Corporation, was dedicated as a memorial recently in Ellis, Kansas.

K. T. Keller, chairman of the board of Chrysler Corporation, presented the deed to the home to Weldon Johnson, mayor of Ellis, during a ceremony in front of the small white frame house where Mr. Chrysler spent his formative years. Chrysler Corporation purchased the home to present it to Ellis as a town memorial.

The home has been restored to look exactly as it did in 1889 when Mr. Chrysler was a boy of 14 and when the townspeople were still talking about the massacre of their neighbors by the northern Cheyenne Indians.

On a visit to the home the public gets an intimate impression of young Walter's early days. A collection of his personal possessions is on display in a setting identical to that which he knew as a boy.

Accompanying Mr. Keller to Ellis were Jack Chrysler, oldest son of Walter P. Chrysler; James C. Zeder, Chrysler Corporation vice president-engineering; Charles L. Jacobson, Chrysler Corporation vice president-sales; and I. T. O'Brien, executive staff, in charge of special products.

Best way to handle *all these bearing jobs!*

● Use Monmouth* bearings. There's a Monmouth Micro* or Clevite* 77 bearing to fit every type of vehicle shown here. And since Monmouth quality bearings are made by the same men, in the same plants as most of the original equipment, you'll have no installation problems and the bearings will last longer.

Don't miss any profits. Your nearby NAPA jobber offers service on a complete line of Monmouth engine bearings. Give him a call. Ask for the bearings in the orange and blue box.

*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation.

Monmouth

TRADE MARK

ENGINE BEARINGS

Clevite Service
The Cleveland Graphite Bronze Co.
Division of Clevite Corporation, Cleveland, Ohio, U. S. A.

NAPA Assurance of Quality

Your NAPA Jobber is a Good Man to Know!

VICTOR IN THE 18th All-American Soap Box Derby at Akron, Ohio, was Richard Rohrer, age 14. Here he is hoisted aloft by car handlers as he waves to cheering crowds at Derby Downs. Rohrer won a $5000 four-year college scholarship and was awarded the All-American trophy by T. H. Keating, general manager of Chevrolet and vice president of General Motors. One hundred and fifty-four local Soap Box champions entered the competition this year. Rohrer in the championship heat nosed out contestants from Detroit and Long Beach (Cal.).

IMPERIAL Hi-Duty®

Pressure Hose and

Reusable Couplings

...for the fast, simple way to make-up pressure hose assemblies, any size, any length . . . for heavy duty applications.

Now, you can get the advantages of famous Imperial quality in meeting your heavy duty hose line requirements — including lines for high, medium high and medium pressures. And you can get the convenience of Imperial's wide range of reusable couplings and adapters.

FAST — Hose assemblies are quickly and easily made up anywhere to any length, with desired end connections.

ECONOMICAL — When hose is no longer serviceable, couplings can be removed and reused with new hose.

COSTLY INVENTORIES ELIMINATED—No need to carry big, costly inventories of made-up hose assemblies . . . simply carry a minimum supply of hose and fittings.

See Your Imperial Distributor

Ask for Bulletin 3040

You'll like Imperial's simplified identification system on couplings and hose.

GET IT FROM YOUR JOBBER

THE IMPERIAL BRASS MFG. CO., 1217 W. Harrison St., Chicago 7, Ill.
In Canada: 334 Lauder Ave., Toronto, Ontario

IMPERIAL

Brass Fittings • Flexible Lines
Shut-Off Valves • Service Aids
Drum Faucets • Tubing Tools

50th Anniversary IMPERIAL 1905-1955

Lube Job Praised As Safety Check

Does the average motorist get his money's worth when he gets a lube job? The answer is "A thousand times, yes," according to H. L. Hemmingway, president of the National Lubricating Grease Institute, an organization composed of a number of the lubricating grease manufacturers in this country.

"In the first place," said Hemmingway, "the man performing the lube job uses a lubrication chart, instead of guessing and hunting for grease fittings. These charts are the result of coordination between the vehicle manufacturer and the lubricant manufacturer, and they insure that the right amount of the right lubricant will go into the right place at the right time. The lubricating grease industry spends millions on these lubrication charts and on training men to use them."

"In the second place, and no less important, the alert serviceman goes far beyond the mere lubrication of chassis points. He inspects the lubricant level in the crankcase, transmission and differential, and casts a practiced eye on tires, shock absorbers, mufflers, battery, fan belt, lights and windshield wiper, looking for any signs of unsafe conditions which might be developing and which he promptly reports to the owner."

In other words, a valuable safety check without cost.

You may delay, but time will not. *Benjamin Franklin*

12 VOLT CHARGING IS NOW A MUST

HEYER 6/12 VOLT FAST CHARGERS OFFER MOST

The time is here when you *must* be able to service 12 volt batteries. You can't afford to turn customers away! Buy a new HEYER 6/12 VOLT FAST CHARGER NOW . . . it's the best buy today and here's why:

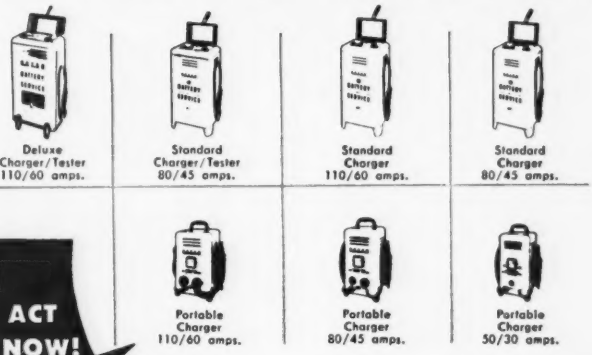
FREE $28.95 PREMIUM . . .

goes with each charger (for a limited time only). Plastic Battery Super-Salesman, with 4½" diameter OCV meter, tests battery condition, sells recharges and regulators. Includes 2 qt. water reservoir and filler syringe.

TRADE-INS UP TO $75.00 will be made, depending on model you buy and condition of old charger.

SAFE FAST CHARGING is automatically assured with the new Heyer unbreakable "Thermo-Sensing" charge control unit.

PRICES START AT $72.50...8 MODELS - all 6/12 volt



ACT NOW!

Heyer Industries Incorporated, Belleville 9, New Jersey

c

Please have your representative give us full details about your TRADE-IN and PREMIUM PLAN.

NAME _____

ADDRESS _____

CITY _____ STATE _____

HEYER

WORLD'S LARGEST MANUFACTURER OF FAST BATTERY CHARGERS

Sold by leading Distributors everywhere

Warning Issued On "Flood Cars"

According to a bulletin released by the Philadelphia Automobile Trade Assn., reports were received by the Association concerning "flood cars" from the New England states of Connecticut, Rhode Island and Massachusetts.

The bulletin goes on to point out that there is very little likelihood of Rhode Island or Massachusetts cars being dumped on the market in great numbers. Damage there was slight. However, the report from Connecticut "is not good." According to the State, thousands upon thousands of vehicles have been damaged or destroyed. Many of the cars are from out of state, whose owners were vacationing in Connecticut.

Governor Ribicoff has issued a directive to the Motor Vehicle Department asking the Commissioner to obtain from all insurance companies the motor numbers of all vehicles badly damaged by the floods on which they pay a total loss, or almost a total loss. The governor also directed the Motor Vehicle Commissioner to refuse to register all cars totally, or almost totally damaged.

Carl R. Lane, executive vice president of the Connecticut Automobile Trade Association, is of the opinion that flood cars will be scattered all over the United States in no time. Car dealers are reporting that—"Used car wholesalers are arriving in droves to buy flooded vehicles." One dealer reported to the Association that buyers in hip boots were wading through flooded Waterbury used car lots attempting to obtain serial numbers on cars they wanted to buy. Others were standing on the banks waiting for the water to recede.

Although the state has taken measures to protect retail customers in Connecticut, there are no restrictions on selling cars wholesale. Because of the drastic steps the state has taken, it is assumed that these cars will undoubtedly be taken out of the state for resale.

Commissioner John J. Tynan of Connecticut in a release just received, warns that from the health standpoint the danger of contamination from flood waters on the upholstery is as serious as the danger from damaged mechanical parts.

No. 444

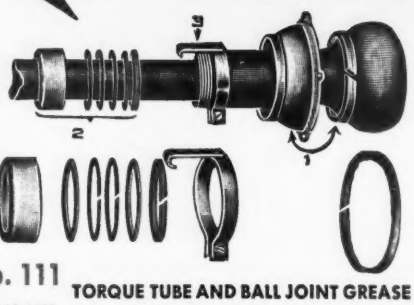
GEARSHIFT LEVER BUSHING ASSORTMENT. Assortment consists of 68 large and small insulation bushings, made of fibre to replace standard rubber bushings. Not affected by oil or grease. Each unit packed in cellophane bag and marked for easy identification.

No. 927

GENERAL PURPOSE SPRING ASSORTMENT. Assortment of springs carefully selected for different sizes and tension to enable you to make any type spring required in few seconds.

CHAMP-ITEMS HAS 'EM!

More Than 300 Different Parts to Help You Solve Service Problems . . .



No. 111

TORQUE TUBE AND BALL JOINT GREASE SEAL KIT, with locking clamp and retainer nut for Chevrolet 1937-55 cars and pick-up trucks. A triple seal of high quality rubber and composition packing rings. Split for easy installation. A clamp that locks the packing nut, to assure good tight seal. **List $1.80 per kit.**

From a noisy window to a loose idler arm; from a self-threading drain plug to a coil spring booster, you'll find Champ-Items have made automotive service easier and more profitable. Have you our catalog? Why not write for copy today.

ORDER FROM YOUR JOBBER

AUTOMOTIVE CHAMP-ITEMS INC. REPLACEMENT PARTS

CHAMP-ITEMS, INC. 6191 MAPLE AVE. ST. LOUIS 14, MO.

HOLLEY'S NEW

PLANNED PROFIT PACKAGE

COMPLETE MERCHANDISING KIT FREE

Holley's new Planned Profit Package contains everything you need to bring new customers, new prospects right to your door! Designed to sell tune-ups, ignition equipment and carburetors for *all* makes, as well as for Holley equipped cars, the new Planned Profit Package contains all of these sales producing items:

Free Poster: Attention-getting size—22 x 35 inches.

Free Mailing Cards: 30 colorful mailing cards—10 each of 3 specially designed cards.

Gas Mileage Book: "Tips on Getting More Gas Mileage."

Factory-to-You Mailings: Each Profit Package contains a postage-free return card. When you fill it out, you will be placed on Holley's special factory-to-you mailing list.

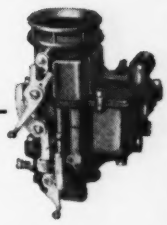
Holley's new Planned Profit Package is available free with the purchase of 2 Holley R-713-AAS carburetors—the model with the largest application of any carburetor ever produced by Holley. It fits all Ford V-8s, 1934-53, and all Mercurys 1939-48. There is nothing else you need to buy. Levers and brackets from the old carburetors may be used for the simple modifications necessary—or, your nearest Holley distributor can offer a choice of conversion kits that contain new levers and brackets.

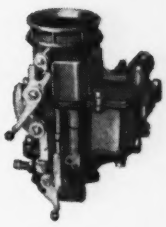
The sale of just these 2 carburetors will bring you a 66⅔% return on your original investment of $19.20*—PLUS installation charges and the additional services and equipment you'll sell at the same time. Call your Holley distributor today!

*Carburetor prices slightly higher in Canada. RT-21

Holley's R-713-AAS carburetor is equipped with specially designed high lift nozzle bars which improve engine performance at extreme angles and eliminate percolation or "vapor lock".

The entire cost of Holley's Planned Profit Package is only $19.20—Your net cost of two R-713-AAS carburetors





HOLLEY Carburetor Co.

11955 E. Nine Mile Road Van Dyke, Michigan

Why pass up **OPPORTUNITY**?

The **PRE-SOLD MARKET**

is the easiest to **SELL**—

and the market's **PRE-SOLD** on

MORAINE

ENGINE BEARINGS

A GENERAL MOTORS PRODUCT GM GENERAL MOTORS UNITED SERVICE MOTORS A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

Note the cars and trucks that pass your door. Almost half of them were built with Moraine engine bearings as original equipment. It's a replacement market with great opportunity.

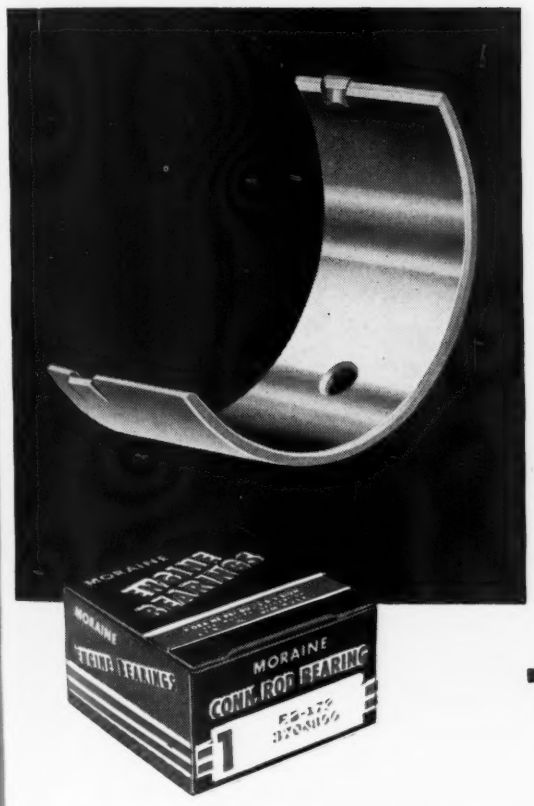
Original equipment requirements are highly exacting—and the fact that Moraine engine bearings meet these requirements is your assurance that Moraine bearings are best for replacement as well.

A leader in the Moraine line of original equipment engine bearings is the exclusive M-100 (Durex)—designed to give greater durability and longer life through an exclusive Moraine engineering process.

The M-100 and superior bi-metal bearings are two big reasons why so many of America's cars are factory-equipped with Moraine bearings—including all General Motors cars and trucks. And why, in turn, the replacement market for Moraine bearings is truly enormous!

For 1955, Moraine offers a *complete* line of bearings for all cars, available everywhere through United Motors distributors. To boost your sales, start taking advantage of the ready-made Moraine replacement market now.

Important bearing news! Moraine-400—toughest automotive bearing ever made—is original equipment in 1955 models of representative cars, trucks, buses and off-the-road vehicles.



Moraine engine bearings are attractively packaged, easily identified on your shelves.

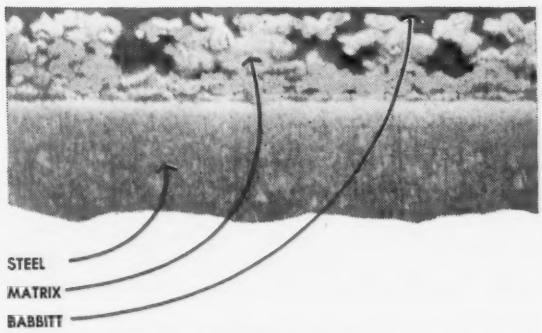


Photo-Micrograph of Cross Section of M-100 Bearing, Magnified 33 Times

THE MATRIX MAKES THE DIFFERENCE

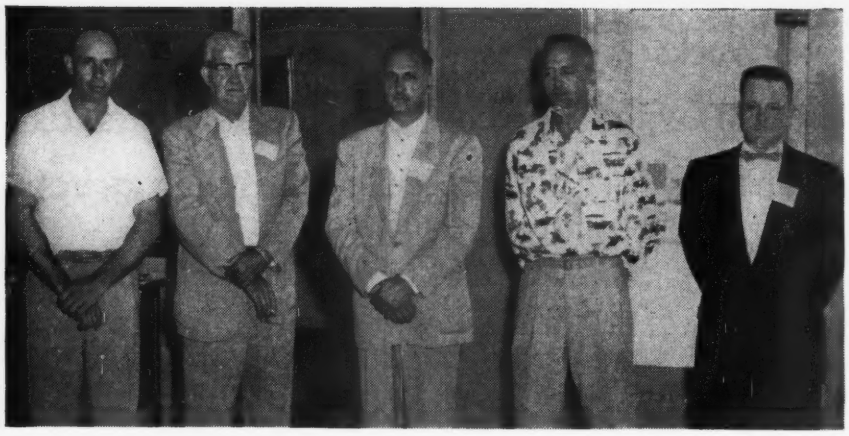
Steel-backed intermediate matrix, of porous copper-nickel, bonds mechanically, as well as metallurgically, with high-lead babbitt having a thin overlay.

The exclusive Moraine matrix (or middle layer) supporting the babbitt and bonded to the steel back makes the M-100 8 *Ways Better!*

1 Greater resistance to fatigue **2** Increased load carrying capacity **3** Greater conformability **4** Greater embedability **5** Stronger bond **6** Greater resistance to scoring **7** Greater resistance to corrosion **8** More durability

moraine products

DIVISION OF GENERAL MOTORS, DAYTON, OHIO



NAME CHANGED. At the second annual Kansas Independent Automotive Repairman's Association convention held this summer in Wichita, the association voted to change the name of the organization to the Independent Garage Owners of Kansas. This was done with the aim in mind of conforming to the national organization with which the Kansas group is affiliated. New IGO of Kansas officers elected are, from left to right, Al Greiving, treasurer; Art Kittle, board member; Ed Hudson, president; Ernie Welborn, vice president; and Jess Sanders, board member. Absent were secretary Max Shannon and board member Hugh Burgen.

Would you like a check for $300 a month... Every Month... The year 'round?

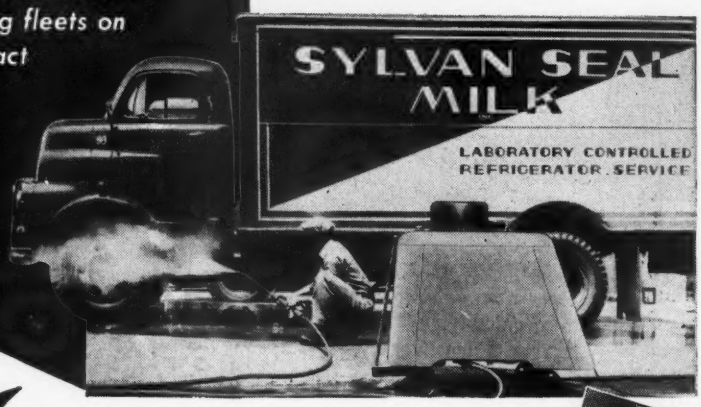
NEW Series 1200 HYPRESSURE Jenny STEAM CLEANER

can bring you that much—and MORE servicing fleets on a contract basis.

You can positively assure yourself a steady monthly income cleaning trucks, tank trucks, refrigerator trucks, buses and taxicabs on a contract basis, for fleet owners in your area. Many Service Stations are receiving handsome checks every month from their Hypressure JENNY steam cleaning service—a service so necessary to efficient, economical vehicle maintenance.

Besides the steady income from fleets, with new, heavy-duty Series 1200 Hypressure JENNY, you can render many profitable services for your regular customers. Series 1200 Hypressure JENNY is a rugged, powerful unit, ready to clean in 90 seconds from a cold start. There is no lost "warm-up" time—no tedious adjustments. Whether you clean white sidewall tires or a tank truck, it has plenty of capacity to do the job.

You can buy JENNY on convenient credit terms, so why not put a New Series 1200 to work right away, paying for itself while it earns you a steady monthly income?



MAIL THE COUPON TODAY! No obligation.

Without obligation send me full particulars on:
☐ New Series 1200 Hypressure JENNY.
☐ Jobber time-payment plan.

Name _____ Title _____
Company _____
Address _____
City _____ State _____

HYPRESSURE JENNY DIVISION
HOMESTEAD VALVE MANUFACTURING COMPANY
Serving Since 1892
P. O. Box 95 Coraopolis, Pa.

Chrysler Premiers Three "Idea" Cars

Chrysler Corporation recently premiered three new "idea" cars—the latest experiments in Chrsyler automotive styling and design—at the company's International Salon in New York City.

The sleek, road-hugging models were conceived by Chrysler Corporation's Engineering Division with a two-fold purpose: 1) To translate into steel and glass advanced ideas from the stylists' drawing boards. 2) To provide "yardsticks" which help to measure public acceptance of new automotive styling concepts.

Although the cars will not be manufactured for sale to the public, some of the new ideas may be employed in the production cars of the future.

The new trio consists of a four-passenger sports convertible named Flight Sweep I, a four-passenger sports hardtop which is a twin to the convertible and has been named Flight Sweep II, and the Falcon, a low-slung two-passenger roadster.

The Falcon is pictured in "Newscene," page 39 of this issue.

The cars are of a sports type, but were designed to suit American tastes and have no European influence whatever according to Chrysler officials.

Flight Sweep I was built on a modified production chassis, and incorporates many details of construction. Smooth body lines, unbroken by seams or joints, were

(*Continued on page* 130)

"A prime selling tool here—it's one of biggest factors in our success..."

says **MR. EDDIE NELSON,** President of Eddie Nelson, Inc., promotion-minded, successful Dodge-Plymouth dealer in Huntington Park, California.

"As far as the auto dealer is concerned, COMMERCIAL CREDIT people are financial experts. When you sit across the desk from them, they know what you're talking about. They're sympathetic to the dealer's problems, and in cases of emergency they're always able to help. Anybody can give you money but COMMERCIAL CREDIT sells a complete, all-around financing service. This agency closes many sales, saves many others by selling the national coverage and insurance features of COMMERCIAL CREDIT PLAN with the entire deal handled while the customer remains in our shop."

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS

A letter or call to your nearest COMMERCIAL CREDIT office will get you prompt and expert help with your financing problems, too. Why not call today?

COMMERCIAL CREDIT PLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore... Capital and Surplus over $180,000,000 ... offices in principal cities of the United States and Canada.

Chrysler . . . . . Continued from Page 128

achieved by welding the front fenders, cowl and body to the frame. In addition, the sheet metal in the front and rear curves under the bumpers giving the car a closed-in effect.

Despite the fact that it is only 53½ inches high, some seven inches lower than a 1955 Plymouth, Flight Sweep I seats four passengers. Overall length of the Flight Sweep I is 207 inches, more than three inches longer than a Plymouth four-door sedan. It is equipped with separately adjustable air-foam cushioned individual front seats and conventional rear seat with a center armrest.

The windshield slopes sharply at an angle of 56 degrees. The car has curved side window glass, and a two-piece counterbalanced deck lid with spare tire externally mounted in the lower lid and tire cover mounted in the upper lid.

The Flight Sweep II is identical to the Flight Sweep I with the exception of interior and exterior colors and roof treatment. The companion cars were built to compare hardtop and convertible styling on the same basic body form.

The Falcon was built on a 105-inch wheelbase modified production chassis, and is only 51⅛ inches high. It embodies American sports car styling as conceived by Chrysler Corporation engineers.

Prominent features of the Falcon include an externally mounted dual exhaust system, full wheel openings, and upswept rear fenders with recessed taillights.

A two-passenger sports roadster, the Falcon has individually adjustable seats and concave inner door panels which enhance the cockpit sensation.

Each of the three new cars is equipped with PowerFlight fully-automatic transmission, power steering, power brakes and electric window lifts.

"Now there's a female who knows her own mind!"

use only
FACTORY NEW
GENUINE
BENDIX DRIVES
and
PARTS!

You can be proud of every repair job when you use only genuine parts. When it comes to servicing Bendix* Drives, be sure to use only *factory new* Bendix Drives and Parts. This means your customers will get the same dependable performance built into every original Bendix Drive — performance proven by over 100,000,000 installations. Insist on *factory new* Bendix Drives and Parts when you order from your distributor.

*REG. U.S. PAT. OFF.

Bendix Drive

ECLIPSE MACHINE DIVISION of Bendix
ELMIRA, NEW YORK
AVIATION CORPORATION
Export Sales: Bendix International Division, 205 East 42nd St., New York 17, New York

The American tourist walked into an Italian restaurant. "Waiter," he said, "bring me a bottle of this Benozza Vercilli listed on the menu." . . "Sorry, sir," replied the waiter, "but that's the proprietor."

In the Bag!

Safety for your customers!.. Profits for You!

WITH

WEED V-BAR TIRE CHAINS

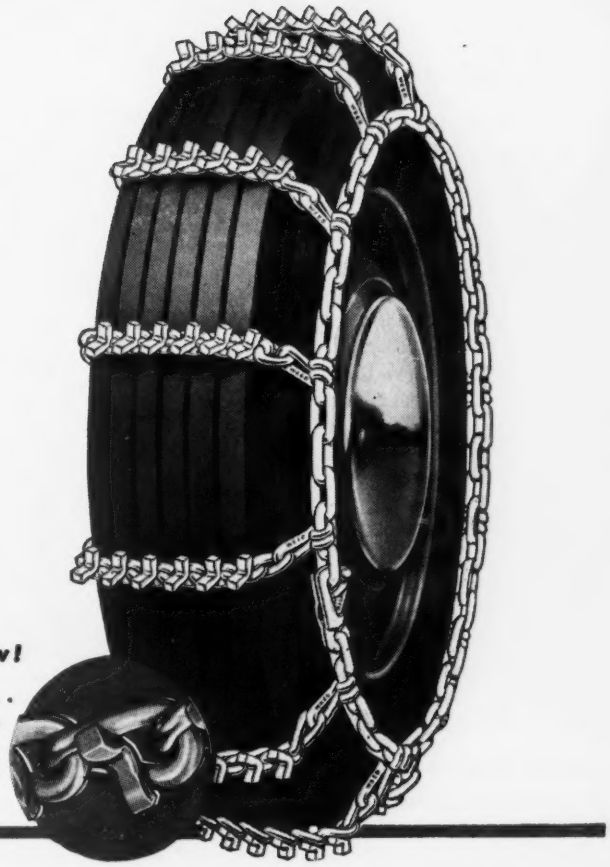
The **green bag** is your guarantee of substantial profits and satisfied customers.

All WEED CHAINS are designed and produced to *protect your customers* on ice and snow . . . priced to *protect your profits.* And you make extra money all winter long . . . putting WEED CHAINS on when they're needed.

Remember . . . when you sell WEED V-BAR TIRE CHAINS, you're selling the finest skid protection ever made!

American Chain & Cable Company, Inc., York, Pa., and Bridgeport, Conn. • In Canada: Dominion Chain Company, Ltd., Niagara Falls, Ont.

Ask your Jobber's Salesman to balance your WEED stocks . . . now!



CLOSE-UP shows the WEED V-Bars . . . 288 or more steel gripping points, that stop the vehicle shorter, straighter, safer . . . provide real protection when it's needed

ACCO

TRADE MARK

In Business for Your Safety

"Rail job" accelerating on its quarter mile speed run at Lawrenceville.

It's a special Fel-Pro formula that makes Felcoid so tough, you can bend it, flex it, fold it, without affecting its sealing power. Because it

SHRINK RESISTANT!

is a homogeneous material, it maintains its shape insuring easy installation. Because this amazing material can be folded to fit into SMALLER

ALWAYS FRESH!

CARTONS, it means easier handling and stocking of entire Fel-Pro Gasket sets... head sets, oil pan sets, full sets and push rod cover sets.

ALWAYS A PERFECT FIT!

...it's a FEL-PRO Felcoid Oil Pan Gasket!

FELT PRODUCTS MFG. CO., 1521 Carroll Ave., Chicago 7, Ill.

California Hot Rod Wins 'World Series'

Grand winner of the second annual World Series of Drag Racing was Lloyd Scott of Long Beach, Calif., who drove his home-made, twin engine hot rod up to the sizzling pace of 151.007 mph.

Principal sponsors of the Drag Racing event which is administered by the Automobile Timing Assn. of America are Maremont Automotive Products, Perfect Circle Piston Rings, Champion Spark Plugs, and Proto Tools.

A total of 350 hot rods were entered by some 1000 owners and crew members. The World Series drew approximately 10,000 spectators.

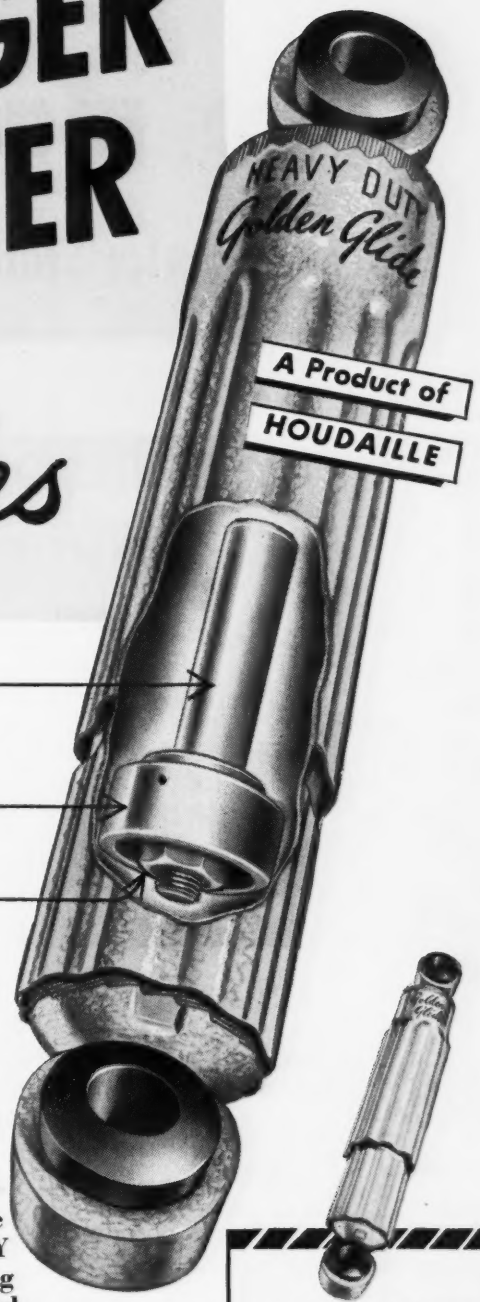
The event was held at Lawrenceville's Municipal Airport. Registration opened Wednesday, Aug. 17 and was followed by four days of elimination trials and final events. Diane Daniggelis, "Miss Illinois," and James Lamona, ATAA Events Director, presented the awards at the close of the meet.

In addition to winning the Maremont Trophy and a $1,000 college scholarship for top speed honors, Scott and his partner, Harvey Goldbert, of Los Angeles, took the Champion Spark Plug Trophy for the top eliminator of the meet and the ATAA Engineering Trophy for the best engineered hot rod.

(*Continued on page* 136)

Miss Illinois stands by trophies awarded to Drag Racing event winners.

Some are BIGGER None are BETTER than Golden Glides



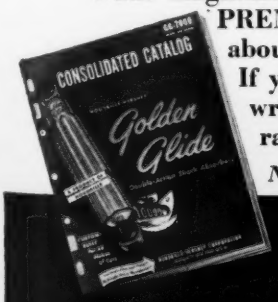
ROD triple-ground, lapped and chrome plated. Superfinished to six micro inches. Provides excellent non-rusting bearing surface.

PISTON hardened and ground...to limits of 25 micro inches. Prevents seepage of fluid between piston and gun-barrel finished tube.

VALVE PARTS finely finished to watchmakers' standards. They accurately meter fluid in both directions.

● Just three of the many performance-winning features built into the new Houdaille-Hershey Golden Glide Heavy Duty Shock Absorbers. They're really rugged. Built to take thousands of miles of punishment on any road. Even with steady, heavy service, Golden Glide "Heavy Duty's" will last longer..."stay alive" longer...than other shock absorbers.

The way to *sell* this fine product is to *show* it to your customers. Remember, Golden Glides are pre-sold to the millions of car owners who read LIFE, the SATURDAY EVENING POST and FARM JOURNAL...plus the leading trade magazines. And they're backed by a double-barreled PREMIUM PROGRAM you should already know about that can't be beat. Order now and cash in! If you can't get immediate delivery in your area, write or wire collect: Houdaille-Hershey Corporation, Buffalo 11, New York, U. S. A.



New 1955 Consolidated Catalog available on request.

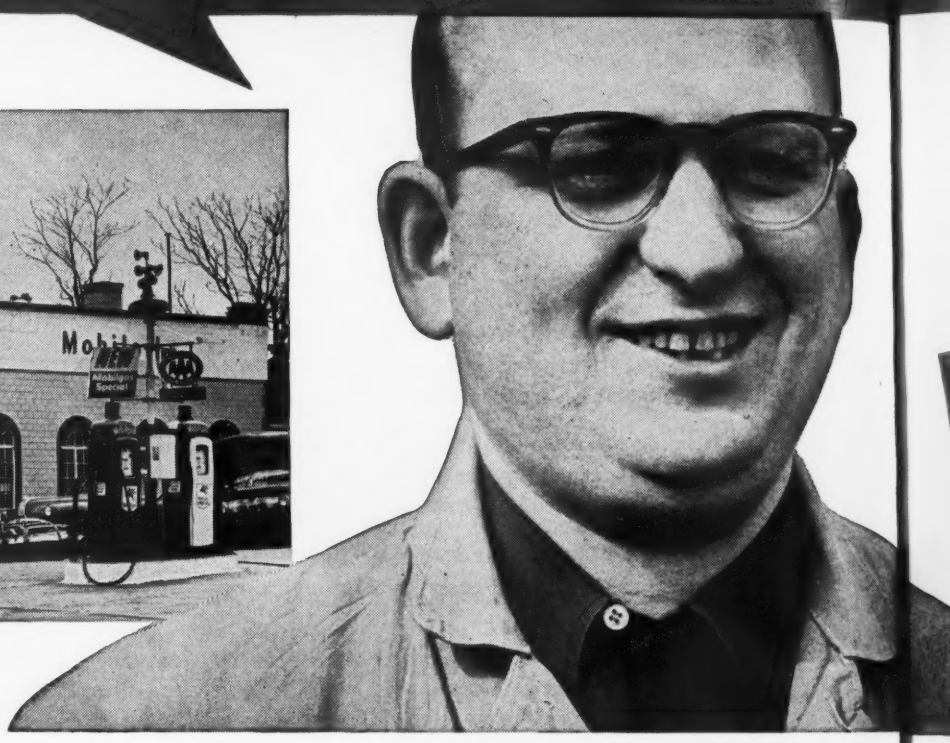
Golden Glides come in regular size too!

ON THE PROFIT SIDE it's

DOUBLE-ACTION **Golden Glide** CUSTOM-BUILT SHOCK ABSORBERS

"I've made $1500.00 extra selling

Bronx Service Station Operator Proves Anybody Can Make



Mel Blauvelt says:

"DEMONSTRATE—AND STRESS QUICK INSTALLATION!"

Mel Blauvelt is owner and operator of A & A Service Stations, Bronx, N. Y. "About a year ago we decided there was a definite market for power brakes that could be installed on any car," he writes. "We gobbled up all the information on the Bendix unit we could get from our jobber. We then relayed it to our mechanics and instructed attendants and lube men to say to every customer: 'We can install power brakes on your car in one hour.' I had a demonstrator unit with the off-on switch put on my own car. We've installed over 50 units in cars, taxis and ambulances!"

How to get a Power Brake Demonstrator!

Call your nearest Bendix Distributor for a special demonstrator unit. Specially priced for service stations, garages and car dealers.

STROMBERG CARBURETORS

FACTORY-NEW LINED BRAKE SHOES

METAL-CLENE

ECONO-CLENE

Bendix* power brakes"

Big Money Installing America's Favorite Power Brakes!

STRAIGHT ANSWERS TO STRAIGHT QUESTIONS ABOUT THE NEW BENDIX PASSENGER CAR POWER BRAKE

How good a mechanic do I have to be?

Any mechanic can make a Bendix Power Brake Installation—no special skills or tools required.

Is it a fast-selling item?

It's the best-accepted, most-advertised accessory on cars today. People with older cars want them and are buying them by the thousands. An ideal market for service stations and garages.

How much time to install?

From 40 minutes to 2 hours. Mel Blauvelt stresses quick installation—one hour for any car or truck. It's a big selling point!

How much money do I make per brake?

About $30.00 profit per unit on the average! What else do you sell that will make you more money any faster!

How do I get Started?

Call your nearest jobber or distributor. There is a Bendix Power Brake Distributor to serve you wherever cars are serviced.

*REG. U.S. PAT. OFF.

BENDIX PRODUCTS DIVISION SOUTH BEND, INDIANA

Export Sales: Bendix International Division, 205 E. 42nd St., N.Y. 17, N.Y.
Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada

STROMBERG* CARBURETORS—Cars, Trucks, Industrial • BENDIX VACUUM POWER—Power Brakes—Passenger Cars, Trucks, Trailers • HYDRAULIC CONTROLS—Power Steering—Passenger Cars, Trucks, Trailers, Buses, Industrial, Agricultural • BENDIX BRAKES—Factory-New Lined Shoes, Lining Segments, Repair Parts • BENDIX* METALCLENE—Metal Parts Cleaner • BENDIX* ECONOCLENE—Multi-Purpose Cleaner Concentrate. *REG. U.S. PAT. OFF.

Bendix AVIATION CORPORATION

Drag Racing . . . . . Continued from Page 132

In carrying off the speed honors, Scott beat out the pre-meet favorite, Arthur Arfons, of Akron, top winner of the 1954 World Series. Arfons placed second, at 136.98 mph, four miles an hour faster than his winning speed of last year. His entry was a rebuilt version of last year's Green Monster, a 4000 pound, six-wheel dragster powered by a 12-cylinder Allison aircraft engine.

Winners of other major trophies by ATAA sponsors included: Paul White, of Villa Park, Ill., the Perfect Circle Piston Ring trophy for top speed in the stock car class; 89.820 mph in a 1954 Buick Century Riviera; Jim Hicks, Kansas City (Mo.) policeman, the Proto Tools Trophy for sportsmanship. Hicks' engine "blew up" during his seventh consecutive elimination run.

How to DOUBLE Your Service Territory

With a Servi-Car on your "staff," you can actually add many square miles to your service territory. Users tell us that Servi-Cars more than doubled the number of their customers. And you'll be able to do the same with this speedy pick-up and delivery service. That means more satisfied customers, more repeat business . . . and you'll keep costly repair and service equipment profitably busy all day long. Ask your Harley-Davidson dealer for your *FREE* copy of the Servi-Car booklet: "It Pays to Give Service." Or write: HARLEY-DAVIDSON MOTOR COMPANY, Dept. MA, Milwaukee 1, Wis.

Here's how the SERVI-CAR helps you to bigger profits!

- Keeps business rolling in all year 'round.
- Builds good will with convenient service.
- Gets jobs in and out of the shop quickly.
- Provides continuous advertising wherever it goes.
- Saves time on errands for parts and accessories.
- Keeps costly shop and service equipment busy.
- Gives safe, economical, easy-to-operate service.

SERVI-CAR SERVICE SELLS MORE SERVICE

GM Opens Powerama, Introduces "Circus"

General Motors introduced a unique type of entertainment — a "technological circus"—at its Powerama opening on Aug. 31 on Chicago's lake front.

Featuring the use of immense bulldozers and earth movers as comedy and dancing stars, the mammoth musical extravaganza titled "More Power to You" has a cast of 225 entertainers, elephants, horses, and huge machines.

It is being presented four times daily during the admission-free Powerama on a 50,000 square foot outdoor stage and arena. A special grandstand holds 7,000 spectators at each performance. The Powerama will be open day and night until its closing date of Sept. 25.

Classic Car Club Award to Packard

The Classic Car Club of America has named the Packard division of Studebaker-Packard Corporation as the recipient of its 1955 award for "the year's outstanding contribution to motoring comfort and safety."

Presentation of the award was made by Arthur Perrow, president of the classic car group, to Herbert L. Misch, Packard division chief engineer. Perrow cited Packard's pioneering of torsion bar suspension on American cars this year.

Over 150 members of the Classic Car Club drove to Detroit in a caravan of more than 100 "Classic" cars for the award ceremonies held in Utica, Michigan. The club is dedicated to the restoration of automobiles built during the years 1925-1942. Many of the members have restored their cars to original condition at costs up to $10,000-$15,000 per car.

FREE

(DURING AUGUST, SEPTEMBER, OCTOBER)

12 Pints **NEW** Du Pont Fast Flush AUTO RADIATOR CLEANER – $12 List

OR 16 ½-lb. cans Du Pont Car Wash - $12 List

OR 18 12-oz. cans Du Pont Gas Guard - $11.70 List

with every 6-case purchase of any of these Du Pont No.'7' Products

AND with every 3-case purchase you get:

6 Pints Fast Flush—$6.00 List
OR 8 ½-lb. cans Car Wash—$6.00 List
OR 9 12-oz. cans Gas Guard—$5.85 List

Now—a special fall offer makes this high-profit line even more profitable—gives you as much as 10% extra profit —above Du Pont's 40% plus 10% on 6-case purchases.

And Du Pont No. "7" Products will be even more popular this fall—backed by *No. "7" Line* advertising in LIFE and THE SATURDAY EVENING POST. Make the most of this free offer . . . make the most of the window banners that are available to tie your sales to the national advertising. Get your order in right away!

DU PONT Nº '7' PRODUCTS

From Chemical Research . . . For Easier Car Care

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

A HAPPY MRS. AMERICA, Mrs. Carl Deitemeyer, 35, of Lincoln, Neb., mother of five, recently named winner in the annual national contest, accepts the keys and papers to her first prize—a two-tone blue '55 De Soto Firedome four-door sedan, presented at her home by J. D. Watson, De Soto Omaha regional manager. Standing next to Watson is Howard Gotfredson, of Gotfredson Motor Co., Lincoln, De Soto dealer. Others on hand for the event (left to right) are Cecil Kirk, of White Motor Co., Lincoln, E. E. Johnson, regional merchandising manager and R. H. Callahan, district manager of Omaha, both of De Soto.

The NEW TUNGSTEN CONTACT POINTS are PRE-SET!

Tungsten PRE-SET Contact Points are available for either left or right side installations in Buick, Cadillac, Oldsmobile, Chevrolet and Nash. Sets for other cars will be available shortly. Make sure you have some of these sets on hand. Write for descriptive catalog.

You can't miss when you install these new, Tungsten PRE-SET Contact Points! They're pre-assembled and PRE-SET at the factory to do the job better and to save precious installation time — especially in those hard-to-get-at distributors.

Tungsten PRE-SET Contact Points take mighty rough treatment because the bushing is set on a non-floating fixed point. They can't ever go out of alignment. The contact areas are made of high-amperage tungsten and are designed to carry the big current loads longer with hardly any burring or pitting. The contact surface of the tungsten disc on the stationary bar is convex. That's what makes for equalized heat distribution.

genuine Tungsten Products

Contact TUNGSTEN for TUNGSTEN CONTACT IGNITION

MOST IMPORTANT — TUNGSTEN CONTACT IGNITION IS DELIVERED TO YOU AT A DOWN-TO-EARTH PRICE!

TUNGSTEN CONTACT MFG. CO. • North Bergen, N. J.

Jobbers Hold Party For Garagemen Assn.

The San Antonio Automotive Wholesalers, Inc., held a "birthday Bar-B-Q" on August 31 for the San Antonio Independent Garagemen's Association. Event honored the latter group for the first anniversary of their organization.

RAYMOND C. FIRESTONE (fourth from left), executive vice-president of The Firestone Tire & Rubber Company and son of its founder, shows one of the original farm tires developed at the Firestone Farms near Columbiana, Ohio, to descendants of the area. Occasion was Firestone Day at the Sesquicentennial celebration of Columbiana and Fairfield Township.

New Holley Plant

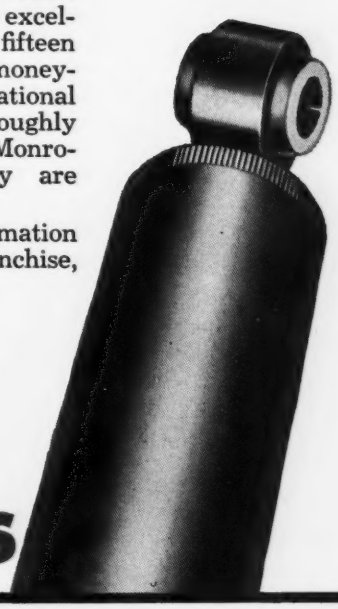
Holley Carburetor Company has announced the purchase of a 200,000 square foot building near Hoover, in East Detroit. The plant is situated on a 20 acre site almost directly opposite of Holley's present Administrative Research and Engineering building.

Ride with the Winner for BIGGER PROFITS

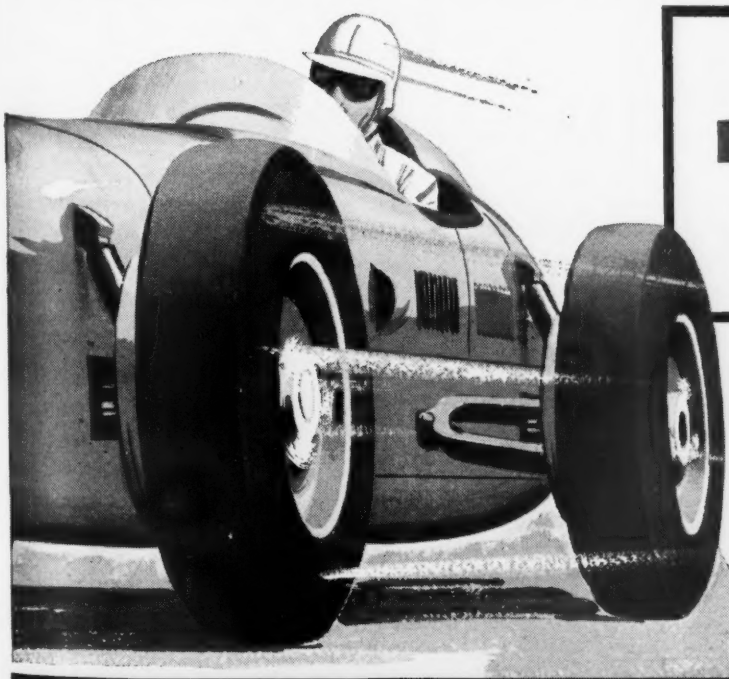
The rugged stamina and dependability of Monro-Matic Shock Absorbers have been convincingly proved in the Indianapolis "500." For the third straight year, Monro-Matic-equipped cars have finished first in this gruelling race. And this year, the cars finishing in first, second and third places were Monro-Matic-equipped.

Monro-Matic Shock Absorbers will prove themselves real champions in your shop, too. Their ability to improve the riding quality of any car will build customer good will for you. The excellent margin of profit — as much as fifteen dollars a set — makes them a real money-making item. And Monroe's sensational 30-Day Free Ride Plan, thoroughly dealer-tested and proved, makes Monro-Matics as easy-selling as they are profitable.

Ask your jobber for full information about the profitable Monroe franchise, or write us.



MONRO-MATIC
SHOCK ABSORBERS



30-DAY FREE RIDE PLAN

Get the facts on the industry's most sensational sales-producing plan. Dealers report sales and profits upped as much as 500% by the Monroe 30-Day Free Ride Plan.

FREE!
You are invited to a FREE showing of "Behind the Scenes at Indianapolis." Ask your jobber for date of showing.

MONROE AUTO EQUIPMENT CO.
MONROE, MICHIGAN
WORLD'S LARGEST MAKER OF RIDE CONTROL PRODUCTS

More car manufacturers specify Monroe Shocks than any other brand.

ONE OF THE LARGEST BASS DRUMS in the world—used by the Purdue University Band—is too much for even the most stalwart musicians to tote. Consequently, it has been mechanized. This is the way the drum appears on the field and in parades, carried by a Chevrolet pickup truck painted in school colors. Drum beaters operate from the truck bed. The unit was delivered to the band by the Horner Motor Co., Inc., Lafayette, Ind.

JOHNSON HYDRAULIC TAPPETS for REPLACEMENT

Made to meet the demands for a tremendous tappet replacement market by a pioneer manufacturer of hydraulic tappets; backed by the fine performance reputation of long established Johnson Adjustable Replacement Tappets.

Easy to install during valve jobs or any other time.

"Equal to or better than original equipment."

See your jobber and order today!

For many years, Johnson has also been serving the replacement tappet field with the original Johnson Adjustable Tappet for Ford and Mercury V-8's. Millions of these tappets are in use today.

now available for

BUICK
Straight 8 1949-53

CADILLAC
1949-54

OLDSMOBILE
1949-54

CHEVROLET
With P/G 1950-53

"Tappets are our business"

JOHNSON JP PRODUCTS INC.
MUSKEGON, MICHIGAN

Permatex Program For Fall and Winter

To help garages and service stations capitalize to the fullest on the growing market for "most needed fall and winter service chemicals," Permatex Company, Inc., is marketing a combination of five products in a special merchandising offer between September 1 and December 31, it was announced by Zac Drake, general sales manager.

Products included water pump lubricant, radiator sealer, radiator cleaner, cooling system cleaner and conditioner and block and head sealer.

Daisy: My boyfriend is one of the big guns of industry.
Maisie: Yeh, I know. I heard he got fired a few times, too.

WHAT COULD be nicer than riding with a ton and a half of ice in your car these hot days? Real cool thought, say you, but impractical. Yet that's exactly the effect with Chevrolet's new air conditioner. Vital part of the apparatus is a comparatively small compressor, scarcely larger than a football, which is shown above on one of the ice cakes that total 3,000 pounds. Other basic parts are a condenser, liquid receiver and cooling coils. All parts fit neatly under the car's hood.

OLIN MATHIESON ANTI-FREEZE

Double-check your stock of U.S.I. Permanent and Super Pyro,® the pioneer anti-freezes! There's plenty of profit in these famous-name anti-freezes. Their history goes back to 1906 and the first packaged anti-freeze—PYRO! And now, to make your profits faster and easier than ever, both brands have the powerful backing of the OLIN MATHIESON CHEMICAL CORPORATION. That means:

Top quality products! U.S.I. Permanent for one-fill, winter-long protection and Super Pyro for the safe, economical methanol anti-freeze. Both top quality from formula to can!

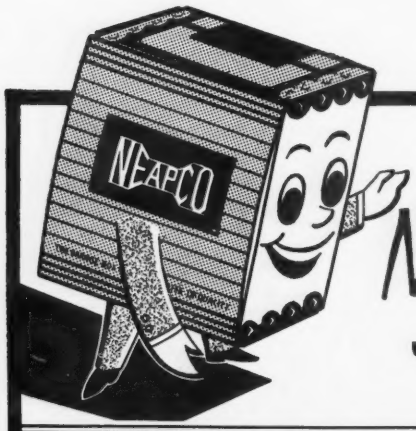
Service! Safe, dependable packaging; fast, foolproof order-taking; coast-to-coast warehouse facilities and quick, on-time deliveries!

The most complete advertising program you ever saw! It's got everything: Television . . . radio . . . national magazine ads . . . billboards . . . a big dealer kit . . . and a terrific direct mail campaign! ALL yours with Olin Mathieson Anti-Freeze!

So get set to pile up profits with the pioneer team . . . the team that has the *power* to back you up! For a free dealer kit and the name of your nearest supplier, please write to the address below.

OLIN MATHIESON CHEMICAL CORPORATION
Automotive Products Department, Baltimore 3, Md.

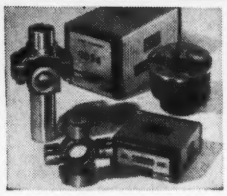
NEW LANCIA "SPYDER" is being introduced to the United States. According to Lancia, one of Italy's oldest motor car companies, this two passenger, high-speed sports car will be marketed exclusively in America. New York price is $5213. The engine is a very unusual V6, 2½ litre, dual-exhaust power plant. The wrap-around windshield and wide back window provide excellent visibility; sidescreens are shaped to meet the slanting top. Car has the DeDion rear end incorporating transmission; clutch, differential and brakes in one unit.



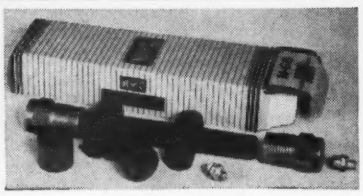
MR. GUARANTEE SAYS:

More Profits?

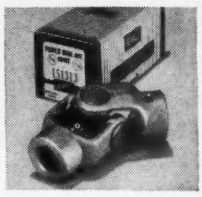
"USE ALL 3 NEAPCO!"



UNIVERSAL JOINTS AND PARTS



CHASSIS PARTS



POWER TAKE-OFF JOINTS

You will be a lot happier with Neapco!

Besides the extra profits with Neapco's lines, you'll be enjoying the Quality, Completeness and Availability they offer!

There's a type and size to fit every application on all 3 lines; they're all competitively priced; they're available immediately thru strategic warehousing and distribution. You can't use better Quality, and this is backed up by Neapco's famous rock-ribbed guarantee.

Neapco will make good dollars and sense for your shop (it has in thousands of other shops in the country). Ask your Neapco Jobber for full particulars.

Neapco Products Inc. NEAPCO Pottstown, Pa., U. S. A.

Universal Joints...P.T.O. Joints...Chassis Parts

MYSTERIES OF THE "SUNMOBILE" new being demonstrated at the General Motors Powerama are explained to Mrs. Rose MacIntosh, a GM secretary, by Thomas L. Pond, assistant director of GM Previews of Progress. Square areas on top of the 15-inch car are photoelectric cells to convert light into electric current which propels the model, believed to be the first of its kind ever built. The "sunmobile" is a feature of a "Power for Progress" show at the admission-free Powerama, August 31-September 25 in a 1,000,000-square-foot site on Chicago's lakefront near Soldier Field.

"The future looks pretty gloomy, if those were your best years!"

Just Out!

PurOlator's new DISPENSERACK

"the rack with a college education"

It SELLS for you . . .

Always on the job, the new Dispenserack hangs on the wall in a convenient spot, sells filters and filter service to every motorist who stops in.

Posters, designed to hard-sell at the point-of-sale, available at regular intervals, fit slots at top, keep rack fresh, "live"—timely.

It TELLS you . . .

Ever have to stop and think *which* Purolator?

Identification cards on the new Dispenserack answer "make-and-model" questions instantly.

What's more, the customer sees he's getting the right filter, too!

It KEEPS STOCK for you . . .

A simple, foolproof inventory system!

As you withdraw a refill, the stock drops down. You see at a glance your stock in each item . . . know which to order—how many.

Get your Purolator Dispenserack today. Hang it up in a handy place and see for yourself!

HONEST-TO-GOODNESS GIVEAWAY!

Get in touch with your supplier for details on Purolator's Dispenserack Stocking Plan.

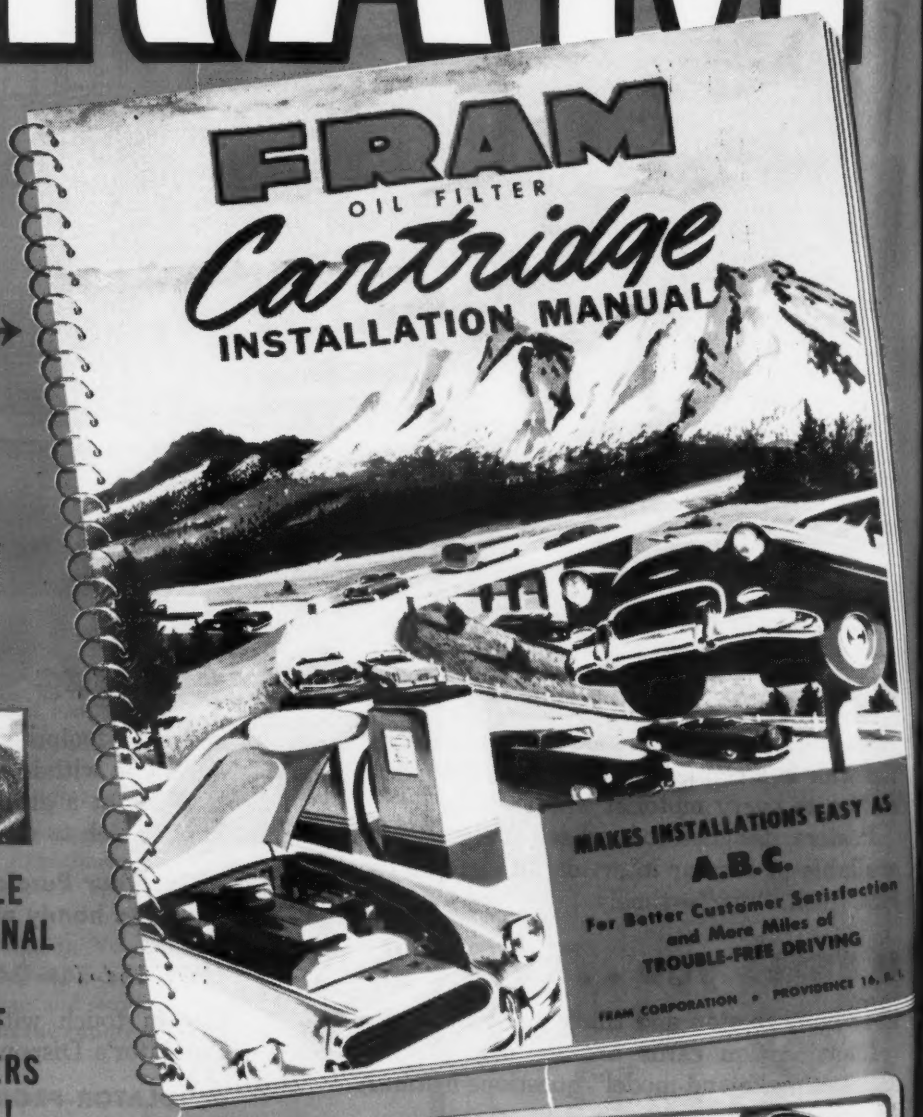
PUROLATOR PRODUCTS, INC.
Rahway, New Jersey, and
Toronto, Ontario, Canada

PurOlator

***America's No. 1* OIL FILTER**

FRAM

NOW FRAM brings you the most important Installation Manual ever published . . . 36 fact-packed pages that show you how to reach your top sales potential, how to make oil changes pay off *more than double*, how to plan your stock and sales! →



And FRAM Gives You Your GREATEST FALL PROMOTION WITH . . .

FULL PAGES AND DOUBLE SPREADS IN TOP NATIONAL MAGAZINES!
***PLUS* . . . THOUSANDS OF BILLBOARDS AND POSTERS FROM COAST TO COAST!**

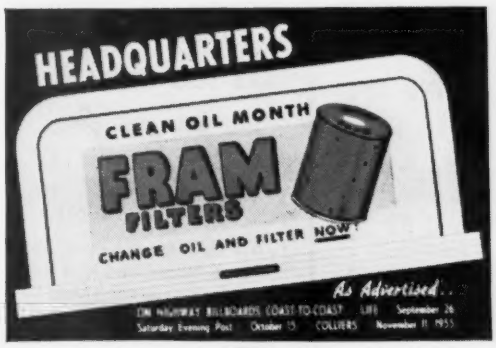
"Clean Oil Month"

Features New 1955 FRAM OIL FILTER CARTRIDGE INSTALLATION MANUAL

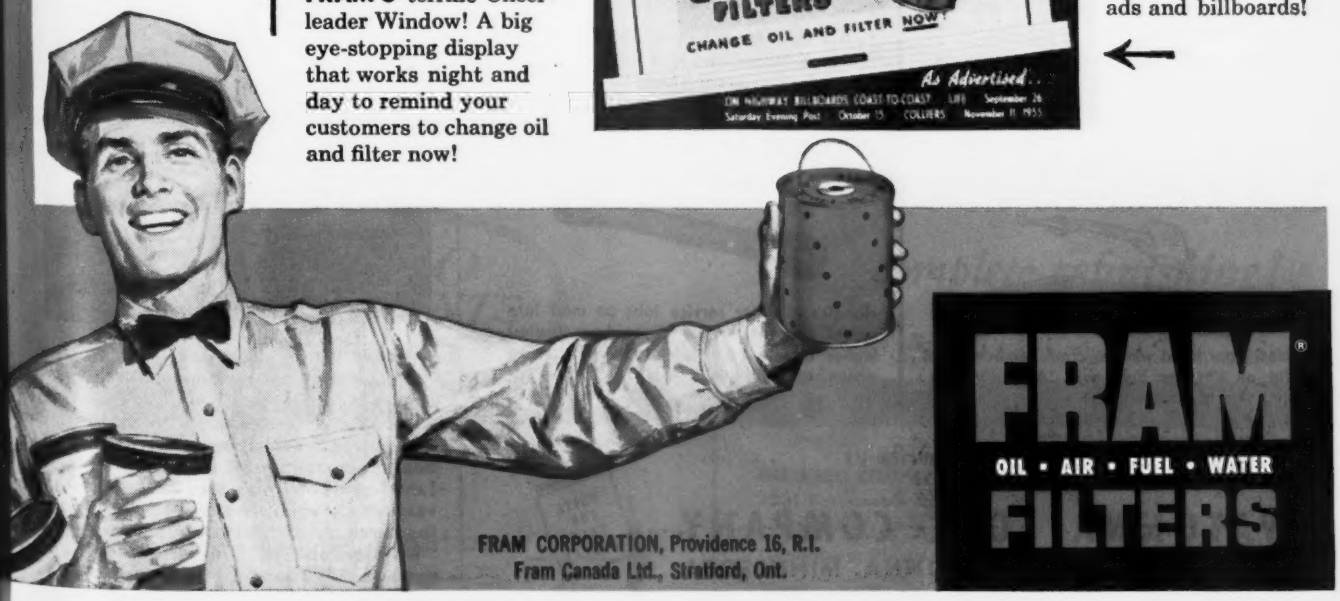
ALL FREE—IF YOU SIGN UP NOW!

All you do to get your copy of the new FRAM Oil Filter Cartridge Installation Manual—together with these other great FRAM sales aids—is sign up with your distributor. See him today—cash in on this great FRAM promotion!

↑ **FRAM'S** terrific Cheerleader Window! A big eye-stopping display that works night and day to remind your customers to change oil and filter now!



FRAM'S new tie-in Window Streamer—the piece that makes your station "FRAM Clean Oil Month Headquarters" and ties you in with national ads and billboards! ←



BECAUSE of "walking beam" framework cradling each pair of bags, and because of the extreme pliability of the new low pressure (3 to 5 pounds) tires, the FWD "Teracruzer" rolls easily over deeply furrowed, rough terrain with the cab and body floating levelly while the "beams" and bags absorb the travel shock. The new military cargo and personnel carrier is engineered for safe, comfortable driving over rough and rocky terrain, over soft and unstable ground, through sand, snow, marsh, ice, and swamp, up steep inclines and along difficult side slopes. The "Teracruzer" was designed and built by Four Wheel Drive Auto Company in cooperation with the Army Ordnance Corp, Detroit Arsenal, and is ticketed for Army Transportation Corps use. The Rolligon tire bags were developed and produced by Goodyear Tire & Rubber Company.

6 NEW TIME SAVING TOOLS *to make money for you!*

OTC

Each year's new models make your job more difficult. Today more than ever the right tools will save hours of time plus parts and reduce unnecessary delays. These are only a few of the many outstanding OTC special tools that do tough jobs fast.

DISTRIBUTOR LOCK NUT WRENCHES

A new set of five distributor lock nut wrenches fit practically all '55 passenger car models. Make an otherwise tough job simple.

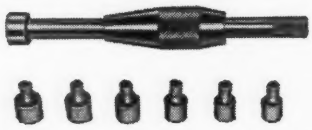
OVERHEAD VALVE TAPPET ADJUSTING TOOL

Adjust overhead valve tappets with any ½" square drive socket. Easy to use with handle set at 15° for clearance over hot manifolds and other obstructions.

CHRYSLER DOOR HANDLE REMOVING TOOL

New door hand window crank removing tool for all Chrysler built cars. A terrific time, money and temper saver.

UNIVERSAL CLUTCH ALIGNING SET



A special set of tools designed to align single disc clutches on any passenger car or truck. Eliminate time and effort of tearing apart transmissions.

HEAD BOLT WRENCHES

Twelve new head bolt wrenches carefully designed, forged and heat treated to do a precision job of torquing head bolts on a wide variety of auto, truck and tractor engines.

OIL FILTER RATCHET BOX WRENCH

Handles oil filter service jobs on most late model passenger cars. Fully heat-treated highest quality alloy steel with thin ratcheting action head and double hex 12 point opening for sure handling in cramped quarters.

See your jobber or write us

OWATONNA TOOL COMPANY
321 CEDAR STREET • OWATONNA, MINNESOTA

WRITE FOR FREE BOOKLET

'Tune Care' Program Introduced by Buick

Buick has developed a new "Tune-Care" training program for dealer service mechanics which opened in the 29 General Motors Training Centers recently, E. J. Krause, general service manager, has announced.

The classes are designed to teach mechanics from Buick dealerships the most up-to-date methods of adjusting and tuning the more complex, high-powered engines used in today's cars.

Krause said the two-day program includes instruction in the use of new testing equipment to pinpoint trouble spots in the engine as well as special work on the testing and overhauling of distributors and generator regulators.

THREE "Bonanza Beauties" pose by Levittown-Ford's mobile radio control van. The girls took part in this New York state dealership's recent sales promotion activities that included beauty contests and a flag-pole sitter. Levittown-Ford also sent salesmen into various shopping centers in their trading area armed with order pads and "Walkie-Talkies." The latter were connected with the radio control van.

how to

MAKE TIME

on a paint job

USE

ARCO 45*

the automotive enamel
that air dries
for delivery
in any weather
in

45 MINUTES

...for two-toning new cars
...panel repair...and
complete refinishing!

ARCO PAINTS
Quality... SINCE 1881

*TRADE MARK

TESTED FIRST TO *LAST!*

Mail Coupon For Information and Color Card on Arco 45.

THE ARCO COMPANY, Dept. 102
7301 Bessemer Avenue
Cleveland 27, Ohio

Gentlemen: Please send me complete information on Arco 45.

Name _____

Company _____

Address _____

City _____ Zone ____ State _____

IN THE MICHIGAN town of Holland, the annual Tulip Time Festival was held earlier this year. Observances included the Kompen Dances, sidewalk scrubbing and tulip farm tours. Here two Dutch girls, Linda Yntema and Shirley Volkema of Holland, Mich., pose by new Pontiac at left in front of a windmill. Costumes worn by the girls are similar to the garb featured during the annual Festival.

NADA Forms Young Executives Group

The National Automobile Dealers Association recently launched an intensive membership campaign to bring thousands of young men into the newly-formed Young Executives Group of NADA.

Personal invitations from NADA's officers and directors to join the management development group are being mailed to key junior executives in new car and truck dealerships all over the nation. Membership is open to any young man between 21 and 40 who is a full-time employee of an NADA member and who is sponsored by him for membership.

Created within the framework of the national dealer organization, the new group plans local, state-wide and national meetings to develop programs for the advancement of the industry. Current plans include special publications and personal study and guidance programs.

Hole-in-One Again

The odds are very much against a hole-in-one. The odds are even greater against a person repeating this golfing wonder. But W. J. (Bill) Menghini, president of Springfield Auto Supply Co. (Illinois) and past president of National Standard Parts Assn., did it this summer. Bill scored the ace—his second—on the 176-yard fifth hole at the Glen Echo course.

With him in the foursome were H. G. Smith of Black & Decker and J. E. Adams and O. C. Holaday of the Ramsey Corporation.

SAVE TIME!

Use Ditzler's BLUE GLAZE DFL-40

● **Paint shops** using putty will find Ditzler's BLUE GLAZE—DFL-40—a valuable aid to faster and better refinishing. BLUE GLAZE is a pastel blue glazing compound with unusual working properties for metal surface imperfections and irregularities that cannot successfully be filled with primer surfacer.

● **BLUE GLAZE** can be applied easily with putty knife or rubber squeegee to cleaned bare steel or primed surfaces. It spreads like butter, but will not run or sag on vertical surfaces. You'll find it can be worked back and forth without pulling, ripping or rolling up. BLUE GLAZE dries rapidly and can be sanded easily to a velvet-smooth surface that has excellent hold-out for color coats.

● **The light blue color** of BLUE GLAZE makes it an excellent ground for the many pastel colors so popular on today's cars.

DITZLER COLOR DIVISION
Pittsburgh Plate Glass Company
Detroit 4, Michigan

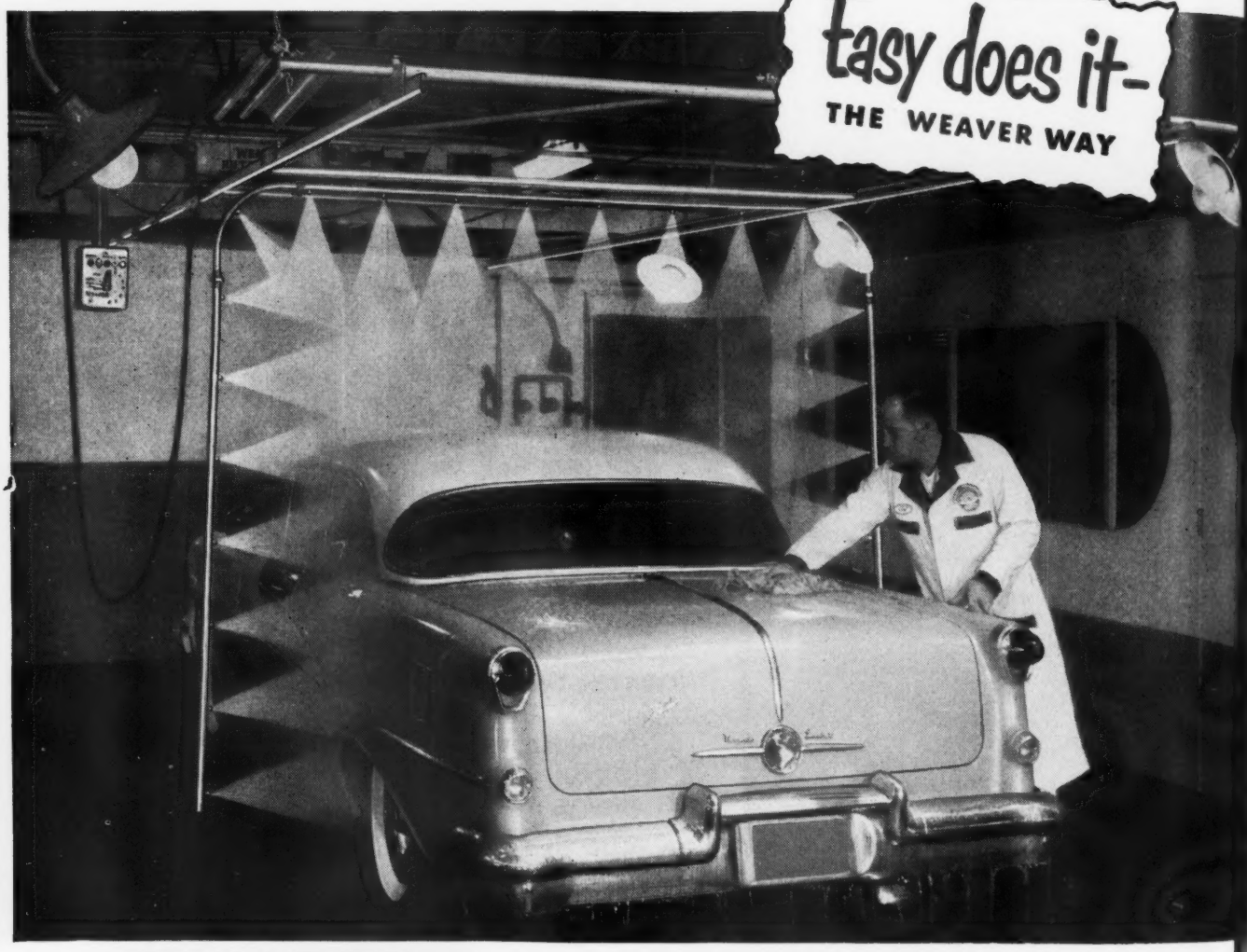
DITZLER

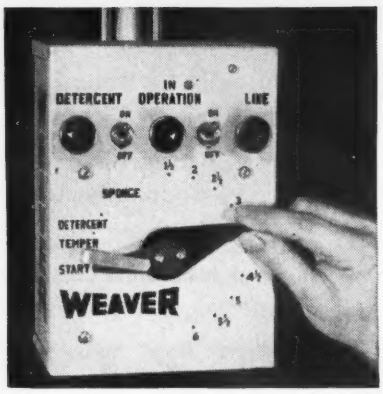
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Washes cars in ½ the





"PUSH-BUTTON" OPERATION

On the push of a button, Washer delivers tempering stroke, detergent application, stops for sponging interval, proceeds with 4 clear water rinses, and automatically shuts off. Washing pace can be varied to suit manpower available. Unit can be shut off at any stage of cycle and started from same point, to permit operator to combine car washing with other duties.

WEAVER

time...at ½ the cost!

WEAVER AUTOMATIC OVERHEAD CAR WASHER

Doubles Profits Per Job

Automatic washing with a Weaver Car Washer permits washing a car in half the time and at half the labor cost of manual washing. A West Coast car dealer claims his one operator washes a car complete in less than 17 minutes with his Weaver Car Washer.

Boosts Washing Capacity

A Weaver Car Washer increases production 50% per man hour. This added capacity makes it easy to promote car washing as a "leader" service.

Attracts New Customers

The eye-catching operation of a Weaver Car Washer offers enormous merchandising appeal that will lure in an increasing number of new customers for the shop or station.

Increases Other Sales

The increased customer contacts gained by automatic car washing will lead to increased sales of gas, oil, tires, batteries, accessories, and service jobs. A Vancouver, Washington service station washed 68 cars on a Saturday and sold 840 gallons of gas to those 68 customers.

A Weaver Car Washer is easily suspended from ceiling . . . requires no costly installation. Controlled water delivery eliminates need for special inlet pipes, storage tanks, floor drains, or boots and aprons. Reasonably priced at only $850.00 complete.

Write today for fact crammed Bulletin MA-710.

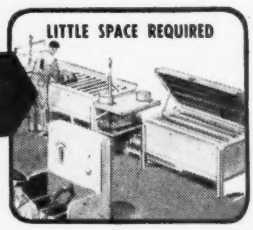
WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

SERVICE SHOP EQUIPMENT

Complete Weaver line includes: Twin Post Lifts . . . Single Post Frame Type Lifts . . . Unit Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollys . . . and Air Compressors

IN AN UNUSUAL venture in personnel relations, Yankee Metal Products Corporation, of Norwalk, Connecticut, transported two busloads of the company's production and office employees to the recent Tri-State Automotive Show at the Kingsbridge Armory in the Bronx, New York. Milton Putterman, Yankee's merchandising manager, stated that the Show trip provided an ideal opportunity for employees involved in the production of fleet mirrors and lighting equipment, mirrors and directional signals for passenger cars to see how their firm's products are received by Yankee's jobbers who visited the Show.

INVESTIGATE THE HUGE PROFIT POTENTIAL IN AN INLAND RADIATOR DEPARTMENT!



"Our radiator department took in $13,904.14 from April 11th through the following January! We find that, in addition to helping us maintain 100% service absorption, when we pull a radiator off a car we have excellent opportunities to sell motor exchanges, overhauls, radiator hose, water pumps, and other related items!"

Few automotive services offer such a potential for new and expanded business. Of the 60,000,000 vehicles in the U. S., over 20,000,000 require radiator service yearly. Inland-developed equipment allows Inland-trained operators to employ highly profitable production methods. And Inland, world's largest manufacturer of radiator servicing equipment, offers the only complete package—equipment, free training and merchandising!

FREE TRAINING SCHOOL

Practical factory school trains you or your man quickly. Cleaning, repairing, recoring, pricing, merchandising—everything! Hundreds of graduates now expert radiator repairmen. FREE to Inland customers!

MAIL TODAY!

New free 48-page "Blueprint for Profit" gives you experiences of many of the thousands all over the nation making an EXTRA $8,000 to $15,000 a year, details and prices of required equipment, Inland's "Pays-For-Itself" payment plan. Invest a minute to mail the coupon—the rewards can be amazing!

INLAND Mfg. Co., 1108 Jackson St., Dept. MA-9 Omaha 8, Nebr.

World's Largest Manufacturer of Radiator Servicing Equipment

"SOLD EXCLUSIVELY BY MAIL!"

INLAND MFG. CO., Dept. MA-9
1108 Jackson St., Omaha 8, Nebr.

Please send new free booklet "Blueprint for Profit"

FIRM _____
PLEASE PRINT

ADDRESS _____

CITY _____ ZONE ____ STATE _____

BY _____ TITLE _____

If Dealer, make of car sold _____

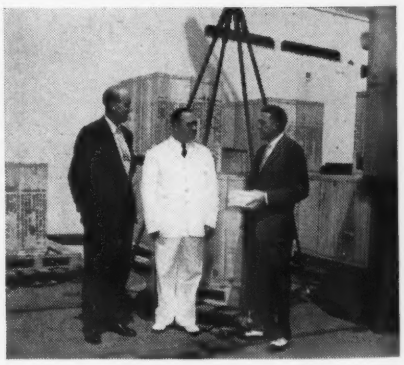
Are you now operating a radiator shop ☐ Yes ☐ No

Air Conditioning Demand Increasing

Public desire for air conditioning units in Cadillac automobiles has been rapidly increasing, according to J. M. Roche, General Sales Manager of the Cadillac Motor Car Division.

"Demand for the Air Conditioner in our 1955 models has been overwhelming," Roche pointed out.

"When air conditioning was first introduced in the Cadillac car, its popularity stemmed primarily from the southwest and western portions of the country," Roche explained. "Since that time the demand for air conditioning has spread through the midwest and eastern regions until today it is one of the most widely accepted Cadillac options."



FIRST DIRECT shipment by Champion Spark Plug Company from the Port of Toledo to the Port of Stockholm was loaded aboard the M. S. Skogholm of the Swedish-American lines at the lake city recently. Along with the large shipment of spark plugs, R. A. Stranahan, Jr., president of Champion, sent gifts to the Mayor of Stockholm and the President of its Chamber of Commerce. Here he, at right, presents the gifts to Capt. Nils Lindquist, Master of the Skogholm, while Capt. Erik Ehrlander, the line's marine superintendent for Canada and the Great Lakes region, looks on.

Attention Independent Repair Shops...

Lipe's Factory Exchange Plan Makes Dollars and Sense!

Next time you have a clutch repair job, point out to your customer the advantages of a Lipe Factory Exchange Unit . . .

HE GETS a clutch rebuilt with *genuine* Lipe parts—assembled and tested to Lipe's original equipment specifications. He gets his truck repaired and in operation sooner. He gets a like-new clutch that's *guaranteed* right.

YOU GET more time to service more trucks. You get more satisfied customers. You get bigger profits!

Use a Lipe Factory Exchange Unit on your next job . . . it pays! Call your distributor today—his number is in your classified phone book.

NEW ELECTRONIC "BRAIN" CHECKS CLUTCH BALANCE

Here's one of the reasons you'll make increasingly better profits with Lipe Factory Exchange Units. Every rebuilt clutch is tested on this new electronic oscilloscope recorder. The slightest vibrations in a spinning clutch are amplified to show whether or not it is correctly balanced. No other clutch rebuilder has a machine like this — no other rebuilder takes the trouble or goes to the expense to see that your Lipe reconditioned clutch justifies your skill and satisfies your customers.

LIPE ROLLWAY

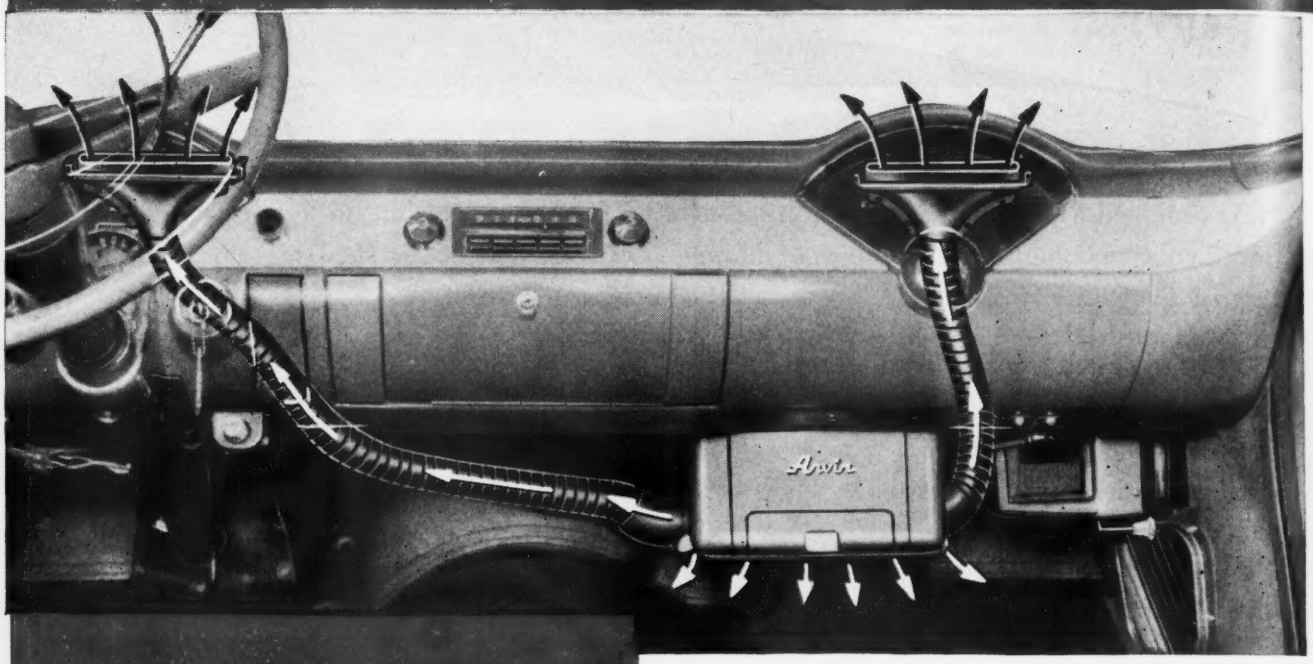
Lipe-ROLLWAY CORPORATION

Manufacturers of Automotive Clutches and Machine Tools

Syracuse 1, N. Y.

TERRIFIC PERFORMANCE! EASIER INSTALLATION!

Two new ARVIN



MUCH LOWER PRICED

than car-factory heaters!

LIST PRICE ONLY

$44.95

Fresh-Air kit including Defroster $9.95 extra.
Liberal dealer discount.

Arvin Series "55"

for 1955 Chevrolet, Ford, Plymouth cars

PRESSURE-FORCED HEAT AND DEFROSTING
Fresh Air or Recirculating

For comfort, it's *volume* that counts! And Arvin's high-speed impeller—operating up to 3000 r.p.m.—*pressure forces* warm air to all parts of the car and to the defroster—within seconds.

Core is refilled every 2 seconds!

Arvin's larger radiator core, with a 2-second hot water refill rate, has ample capacity for big, sustained heat distribution. *All* the air in a 6-passenger sedan is circulated every 2 minutes. When heater is shut off, summer vent provides free circulation of fresh air for cooling.

Arvin—First in Car Heaters since 1921

PRICED FOR RECORD SALES!

Hot Water Car Heaters

IN 6 AND 12 VOLT SIZES!

AS A FRESH AIR HEATER

fits 1955 Ford and Chevrolet cars

The Arvin "55-12" installs complete in a '55 Chevrolet passenger car in 1.2 hours. Blower fits pre-punched holes in dash—only 4 holes to drill . . . The Arvin "55-6" can be fully installed in a '55 Ford passenger car in only one hour. Only 2 holes to drill in the dash.

AS A RECIRCULATING HEATER

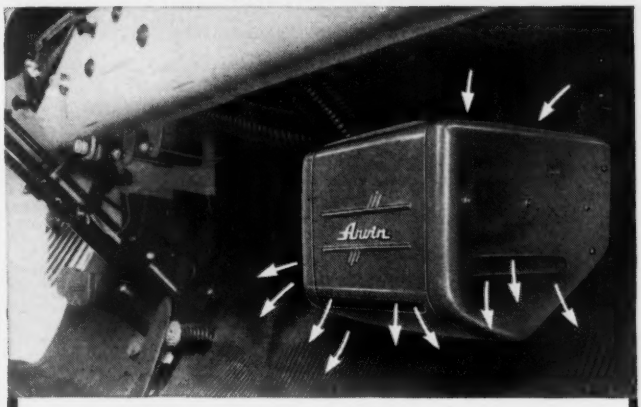
fits 1955 Plymouth, Ford and Chevrolet cars

The Arvin "55-6" is the ideal recirculating heater for 1955 Plymouth passenger cars. All mounting holes but one are drilled in the dash plate, which is easily removable for off-the-car drilling . . The "55-12" and "55-6" are easily installed as recirculating heaters in 1955 Chevrolet and Ford cars, respectively.

Demonstrator Display and Poster

Tubular steel frame to hold Series "55" Arvin Heater FREE with single order for 24 or more heaters—either Series "55" or Series "20".

Big, 17 x 22", 2-color wall or window poster in dazzling Day-Glo ink—FREE with your Arvin heater order.



Arvin Series "20"

Universal Recirculating Heater-Defroster

fits most cars and trucks, new or old

LIST PRICE ONLY **$31.95**

Defroster extra. Liberal dealer discount.

A champion performer, a real space-saver!

A spectacular value, with highest appeal to every prospect for recirculating heat. The Arvin reputation for proved performance insures big-volume sales. Specially designed to fit easily into small or odd-shaped spaces in cars or trucks.

A New Core — King-Size Fan

A heater with a great heart!—2400 square inches of radiating surface in a 6 x 8 x 2½" honeycomb core. Water changes completely every 2 seconds at normal driving speeds—distributes heat fast! . . . Big 8-blade, 7-inch fan moves 150 cubic feet of warm air per minute. Circulates *all* air in average sedan or truck cab every 2 minutes.

See your Arvin distributor • Arvin INDUSTRIES, Inc., Columbus, Indiana

TOUR-A-TENT provides room for two adults to sleep luxuriously on an inner spring mattress. Used in conjunction with a boot that has been designed for some models of station wagons, it is reported to allow space for sleeping four adults and two or three children. The tent is approached by a telescoping tubular steel ladder, with wide, non-skid treads—the top step is so designed for comfortable bed-making and getting-in-and-out. Rubber bumpers protect the finish of the car.

FALL CHECKUP

Have your jobber salesman install a colorful *Stant* Cap Merchandiser MU-600 as pictured above. As Sidney Smith & Sons, Versailles, Indiana, says: "It helped us organize our cap sales . . . there is no wasted time . . . no effort to find the correct cap . . .". Speed up your service for fall cap inspections.

Cooling System Opportunity

Fall checkup is recognized as a "must" for every vehicle. For critical demands of winter driving, be sure to replace with proper *Stant EVRSEAL* Pressure Cap if customer's cap is worn, broken, or the wrong cap.

EVRSEAL

STANT
RADIATOR · GAS · OIL
CAPS

recognized standard

31 years of original equipment experience on filler caps for cars, trucks, tractors and direct to radiator manufacturers. The *complete line* source for a generation! Write today for catalog and complete application chart . . . *naming your jobber.*

STANT MANUFACTURING CO., INC.
Connersville, Indiana

Used on America's Finest Automobiles as Standard Equipment

ROLAND S. WITHERS, general manager of United Motors Service Division of General Motors, watches while T. L. Kendall, director of engineering and replacement sales manager for Delco battery operations, demonstrates how easy and quick electrolyte can be added to the new Delco dry charge battery making it immediately ready for customer service. In this demonstration Kendall showed how, after he started to pour the electrolyte in the last battery cell, a horn hitched to the battery blew immediately. Delco batteries are distributed in the replacement market through UMS.

Kool Kooshion Co. Sold to Heckethorn

The purchase of Kool Kooshion Manufacturing Company, Oklahoma City, Oklahoma by Heckethorn Manufacturing and Supply Company of Littleton, has been announced by D. E. Buchanan, president of the Colorado manufacturing firm.

Kool Kooshion is one of Oklahoma City's pioneer businesses, specializing in the manufacturing and selling of ventilated seat cushions throughout the United States and in many foreign countries.

These "BOTTLE" Babies Cut Costs on Man-Size Jobs

Marvel-Schebler LPG vaporizer-regulator for trucks, tractors and industrial engines

...thanks to BORG-WARNER LPG carburetion

Tractors, trucks, buses, industrial engines... "bottle" babies all . . . and what blessed events for cost-conscious management!

"Bottle" babies? Right! They're formula-fed on "bottled" Liquid Petroleum Gas . . . through precision-built Borg-Warner carburetion systems.

A high-octane, anti-knock fuel that burns with a clean, practically odorless exhaust, LPG gives instant starts—doesn't dilute oil—leaves almost no carbon—deposits no lead salts—and virtually eliminates 100% of the sludge and varnish that gum up vital engine parts.

No wonder LPG users report up to 85% reduced oil consumption—twice the mileage between major overhauls—spark plugs still good after 4 years' use . . . and countless other examples of costs cut to the bone.

Borg-Warner's Marvel-Schebler Products Division pioneered carburetion right from the start. Today, Marvel-Schebler original equipment and LPG conversion kits may be found serving transportation, industry and agriculture throughout the nation.

Built to extract the maximum economies inherent in LPG fuel, these carburetion systems are the finest available.

B-W ENGINEERING MAKES IT WORK B-W PRODUCTION MAKES IT AVAILABLE

Almost every American benefits every day from the 185 products made by

BORG-WARNER

THESE UNITS FORM BORG-WARNER, *Executive Offices, 310 S. Michigan Ave., Chicago.* **DIVISIONS:** ATKINS SAW • BORG & BECK • CALUMET STEEL • DETROIT GEAR • FRANKLIN STEEL HYDRALINE PRODUCTS • INGERSOLL CONDITIONED AIR • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL-SCHEBLER PRODUCTS MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • **SUBSIDIARIES:** BORG-WARNER ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL CORP. • WARNER GEAR, LTD. WAUSAU MFG. CO. • WESTON HYDRAULICS, LTD.

Here's why

GLOBE HOIST LEADERSHIP

gives you most in user benefits!

2-Post "Frame-Kontact" Hoist

Single-Post "Frame-Kontact" Hoist

2-Post Free Wheel Truck Hoist, Type CR

GLOBE HOISTS ARE DIFFERENT

When you install a Globe Auto Hoist, you get the most for your money—and you get it first!

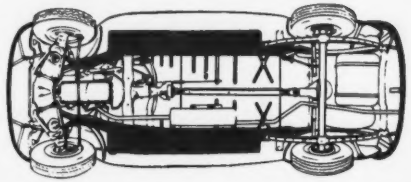
Car servicing practices have changed—paced to the constant improvement in motor car design. Design "firsts" introduced in Globe Auto Hoists enable you to do faster, better, more profitable work on today's cars—yes, even equip you to service the cars of the future.

It is a widely known fact in the servicing industry that Globe puts more grinding, polishing, and honing work into the making of each cylinder than you'll find in any other lift. This means that you get the most for your money in a Globe Hoist—precision-built quality which will pay out in long, dependable service. Auto Hoists are the only product of Globe's factories—and for more than a quarter century, Globe has devoted its entire "know how" and machine facilities to this one specialized product.

JUST A FEW GLOBE FIRSTS

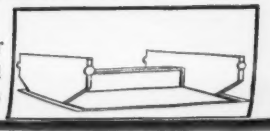
"Frame-Kontact" ®

PRINCIPLE



This Globe development has revolutionized automotive Hoists, makes possible savings in servicing time up to 60%.

BLADE RAILS AND FLUSH FLOOR INSTALLATION . . .



eliminates floor hazards, provides added accessibility, improves spotting.

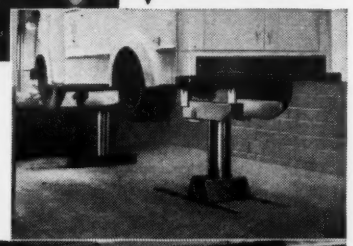
QUICKLY ADJUSTED ROLLER JACKS . . .

2-Post Free Wheel Truck Hoist, Type CR

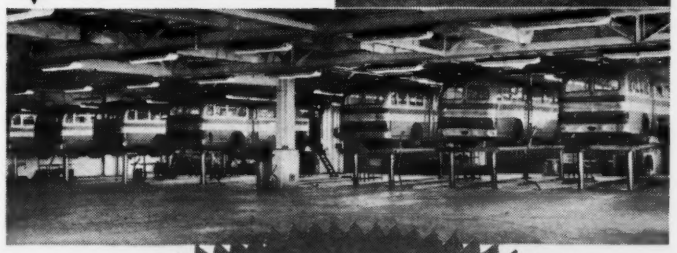
factories—and for more than a quarter century, Globe has devoted its entire "know how" and machine facilities to this one specialized product.

accessibility, improves spotting.

2-Post Free Wheel Auto Hoist, Type SR



Multiple Installation of 2-Post Heavy-Duty Bus Hoists



GLOBE HOISTS ARE BEST

Mirror-smooth cylinder walls . . . precision-fitted moveable lower guide bearings . . . long-wearing, trouble-free packings—rugged superstructures . . . every Globe Hoist comes to you with quality built into every component. Time after time, Globe-patented and pioneered "firsts" have set the pace in lift design.

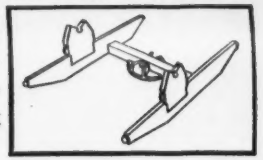
Years ago, Globe introduced a nation-wide Authorized Service Depot organization which brings installation and service to you, wherever you are.

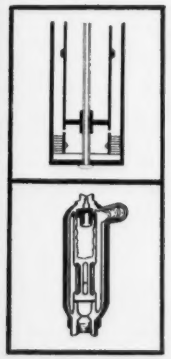
GLOBE PATENTS

The world-famous principle of "Frame-Kontact" lifting was invented, patented, pioneered and licensed by Globe Hoist Company. It is covered by the following U.S. Patents: 2458986—2593630—2583635—2612344—2612355—2654443. Other U.S. and Foreign Patents issued and pending. In addition to the above, fifty-six other Patents mark Globe's leadership in the automotive lift industry.

QUICKLY ADJUSTED ROLLER JACKS . . .

equipped with large roller bearings and sturdy side braces, provide a new order of convenience of positioning under rear axle.





LOAD-COMPENSATING LOWER BEARING . . .

located below end of plunger, this feature assures smooth travel, permits off-center loads, gives extra strong, "two-fisted" support.

LOW OIL CONTROL . . .

automatically stops the rising cylinder when oil supply becomes depleted. Prevents formation of airpockets.

LONG-LIFE PACKING . . .

another important principle pioneered by Globe, keeps oil in, dirt and water out. Performance tests of 60,000 lifts under heavy loads, equivalent to 12 years normal use, prove trouble-free wear-resistance of Globe designed packing.

1ST

IN DESIGN . . .
IN WORKMANSHIP . . .
IN PERFORMANCE

GLOBE

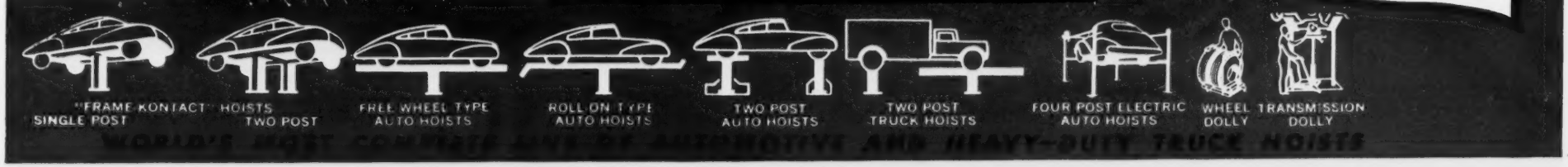
THE BEST LIFT

HOISTS

PLANTS: DES MOINES · PHILADELPHIA · LONG BEACH, CAL.

GLOBE HOIST COMPANY MA-726-A
E. Mermaid Lane at Queen Street
Philadelphia 18, Penna.
Please send me full information on Globe features that make extra profits possible.

Name_____
Company_____
Address_____
City_____
State_____ Zone_____



THE THIRTY-THIRD MILLIONTH CHEVROLET, produced at the company's St. Louis plant, had its future cut out as soon as it came off the assembly line. Chevrolet dealers donated the milestone vehicle to St. Louis' newly formed United Fund. Shaking hands with Robert L. Wolfson, vice-president of Chevrolet Dealers of Greater St. Louis, is W. G. "Bill" Power (right), Chevrolet advertising manager, who addressed a luncheon celebrating the milestone. In the dealer group are (from left) Les Francis, of Francis Chevrolet Co.; Frank Hauss, of Hauss Chevrolet Co.; Vic Koenig, of Endicott Chevrolet Co.; H. Z. Wellinger, of Kansas City, Mo., manager of the Chevrolet Midwest region; Wolfson, of Feld Chevrolet Co.; Clif Placke, of Placke Chevrolet Co.; Art Meyer, of Meyer Chevrolet Co.; Harry Oursler, of Roberts Chevrolet Co.; G. M. (Mac) Yates, of Barford Chevrolet Co.; W. J. Rasmussen, Jr., of Big Four Chevrolet Co., and George Gebhart, of Gebhart Chevrolet Co.

Special Aluminum-Coated Mufflers BOOST your SALES

Your customers get more value and you get more profit when you sell mufflers made of Armco ALUMINIZED STEEL.

Although they cost little more than ordinary steel mufflers, they last twice as long. Here's why:

ALUMINIZED STEEL is steel coated on both sides with molten aluminum. This special coated steel fights the muffler's greatest enemy—a combination of heat and corrosion.

In road tests, failures of mufflers made of Armco ALUMINIZED STEEL were less than 5 *per cent* in 24 months. In contrast, a survey of 413 fleets, with 59,812 vehicles, made by a national publication*, revealed that 80 *per cent* of all fleet mufflers fail in the first 24 months.

Just mail the coupon for names of manufacturers of truck and auto mufflers made of Armco ALUMINIZED STEEL.

**Name on request*

ARMCO STEEL CORPORATION
1685 Curtis Street, Middletown, Ohio

Tell me where to buy truck and auto mufflers made of Armco ALUMINIZED STEEL.

Name_____
Company_____
Street_____
City_____ Zone_____ State_____

ARMCO STEEL CORPORATION
1685 CURTIS STREET, MIDDLETOWN, OHIO
SPECIAL STEELS
Sheffield Steel Division • Armco Drainage & Metal Products, Inc. • The Armco International Corporation

Studebaker-Packard Parts Distribution

Studebaker and Packard replacement parts and accessories are now available direct to dealers of both divisions through a broadened network of modern distribution facilities in 29 different cities throughout the United States, according to David S. McNally, general manager of the Studebaker-Packard parts and accessories division.

Combined Studebaker and Packard parts depots are in operation in Detroit, Cincinnati, Kansas City, Memphis, New Hyde Park in Long Island, and Roselle, New Jersey, he said. Extension of joint operations to all other zone areas, except those served by Packard distributors, is in the process of completion, he added.

New Warehouse

Raybestos Division of Raybestos-Manhattan, Inc., has opened a new warehouse in Kansas City, Mo., to service jobbers in the Kansas and Western Missouri area.

The new warehouse will handle all automotive brake lining sets, lined brake shoe sets, and rivets manufactured by Raybestos.

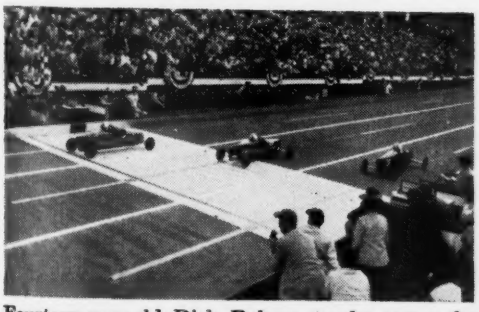
DERBY DOWNS | AKRON, OHIO | AUGUST 14, 1955

18th ALL-AMERICAN SOAP BOX DERBY

CHAMPIONS FROM 154 CITIES COMPETE IN RACE AT AKRON

A new "Champion of Champions" was crowned at the 18th All-American Soap Box Derby at Akron, Ohio, August 14. He is Dick Rohrer, of Rochester, N.Y., who won over a field of 153 other contestants from all over this country, Canada, Alaska and Germany. An excited crowd of 60,000 people was on hand at Akron's colorful Derby Downs to cheer their favorites.

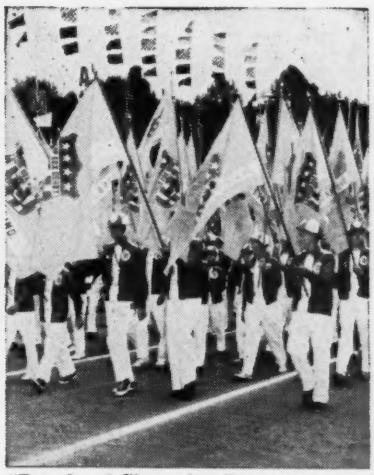
The Soap Box Derby is "dedicated to the youth of America" and is sponsored by Chevrolet dealers, America's leading newspapers, radio and television stations, civic and fraternal organizations. Their generous efforts in making the Derby once again "the greatest amateur racing event in the world" is deeply appreciated. . . . The Chevrolet Division of General Motors.



Fourteen-year-old Dick Rohrer streaks across the finish line to clinch the 1955 championship.

Guest celebrities were George Montgomery; Mrs. Bob Sweikert and Sweikert, Indianapolis 500-Mile champ; Dinah Shore and Jon Hall.

Mr. T. H. Keating, General Manager of Chevrolet, presents the first-place trophy to Dick Rohrer.



"Parade of Champions" was a part of the pageantry and color which is a feature attraction of the Derby.

"KEEP 'EM ROLLING" SPELLS

THE AUTOMOTIVE DEALER AND THE CAR SHOP reap the benefits of Farm Journal's continuing editorial program aimed at better, more frequent maintenance. As the largest and most influential farm magazine in America, Farm Journal's impact is felt in every better farming community much in the manner of a local newspaper.

GREATER BUSINESS FOR YOU

Increased sales opportunity

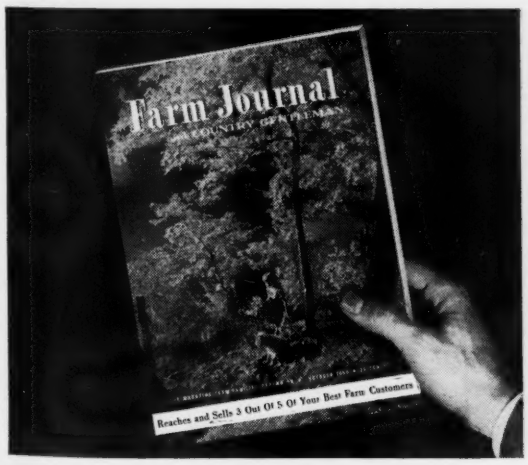
Thousands of car dealers and shops in Rural America have found that it's good business to feature the products and services that are advertised in Farm Journal. And many others have discovered that it's smart to cash in on the bonus in sales that they receive when tying in with the "Keep 'Em Rolling" issues. This is because Farm Journal's subscriber families have come to depend upon these features for their timely and helpful maintenance suggestions.

With Farm Journal's acquisition of Country Gentleman, even more of the best automotive customers in America, more than a half million more, will read and be influenced by "Keep 'Em Rolling." Now "Keep 'Em Rolling" will be read by almost 3½ million families—the owners of more automotive equipment than the readers of any other magazine.

After the heat and hard driving of the summer, the next stop is at the shop—for an over-all check-up. The next "Keep 'Em Rolling" feature will appear in the October issue of Farm Journal in the hands of your best customers and prospects September 24. Take advantage of this opportunity to let your customers and prospects know that you are cooperating with "Keep 'Em Rolling" and that you are handling Farm Journal advertised products. Take advantage of the promotional programs your supplier has for you or identify your shop with "Keep 'Em Rolling" and Farm Journal through your own classified ads or post cards.

Write today to Farm Journal, attention Dealer Service Department, for an up-to-the-minute list of automotive products advertised in the October issue of Farm Journal, free copies of the magazine, and free display banners.

RURAL PEOPLE ARE OWNERS OF nearly half the cars in America. Besides buying a third of the trucks and nearly all of the tractors, they present a tremendous service market — Farm Journal's market.



Farm Journal

The Magazine Farm Families Depend On

WASHINGTON SQUARE, PHILA. 5, PA.

GRAHAM PATTERSON, *Publisher* — RICHARD J. BABCOCK, *President*

THE NEEDS AND INTERESTS OF FARM FAMILIES have been so effectively served by Farm Journal that it has become the largest selling publication in this market. This rural group represents the customers and prospects that the majority of the nation's car dealers and independent repair shops rely on.

1955 Safety Check Results Announced

"A significant change in the safe operating condition of the nation's motor vehicles is suggested in the results of the 1955 National Vehicle Safety-Check Program," said A. vanderZee, Chairman of the Inter-Industry Highway Safety Committee and Vice President, Chrysler Corporation, in announcing final figures on the nationwide Safety-Check program on behalf of the national sponsors. The Committee and the National Safety Council are joined by Look Magazine in sponsoring the safety-check activity in communities.

"One out of every five vehicles safety-checked was in need of maintenance attention to one or more parts affecting safe operation. Results of the 1954 activity showed one out of every four vehicles checked needed service attention.

"For the first time rear lights appeared most often in need of repair. One out of every thirteen vehicles checked needed service attention to rear lights. The condition of brakes improved slightly over previous reports. During the 1954 program they were in need of attention in one out of ten vehicles. This year's safety checks found brakes in unsafe condition in one out of every sixteen vehicles."

Other items safety-checked, and in order of their need for attention, were: front lights, exhaust systems; tires; steering; windshield wipers; glass; horn, and rear-view mirror.

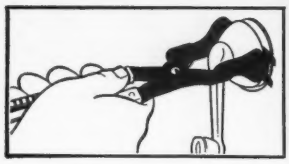
"An all-time high total of 1,421,200 vehicles were reported checked at safety-check lanes in 422 communities, in dealer service departments, garages and service stations."

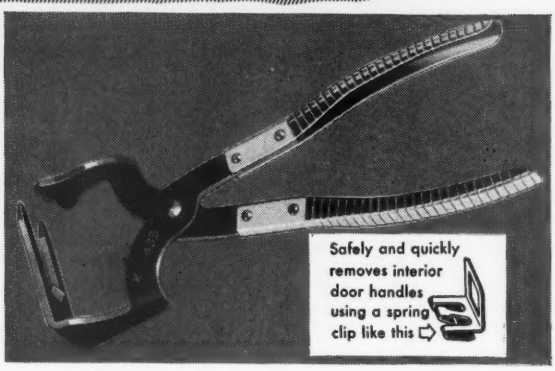
Pointing to the significance of the new figures, Mr. vanderZee said, "With more than 58 million vehicles crowding the nation's streets and highways, the safe condition of vehicles is increasingly important. Every motorist should take advantage of the availability of service facilities and ask his serviceman to periodically safety-check his vehicle.

"Community programs, utilizing the support of an entire community, were first conducted in 1954 when 147 communities participated," Mr. vanderZee added. "This year 422 cities and 17 counties in 37 states conducted community programs. This represents a 187 per cent increase in the number of participating cities in one year."

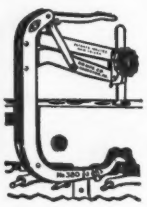
K-D 435

Removes door handles on all 1955 Chrysler-built cars.

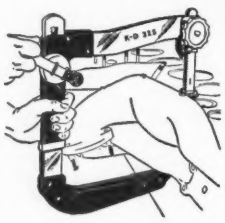




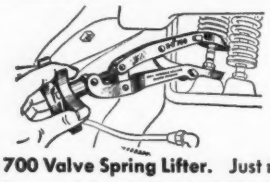
You can't pry these handles off! You must release the spring clip from a groove in the shaft first. K-D 435 is SPECIALLY DESIGNED to do the job quick, easy, fast without any possible upholstery damage. Will also remove interior door trim panels. All steel, rust-proofed. NOTE: Will also work on Chrysler Imperial; can be used on 1955 Packard.



K-D 380 Valve Spring Compressor. For L-heads, valve-in-heads old or new. Most popular tool of its kind in the USA. Also for many tractor, truck, bus engines.



K-D 325 Heavy Duty Compressor. For BIG truck, bus, tractor engines, L-head and overhead. Deep throated, rugged.



K-D 700 Valve Spring Lifter. Just right for deep set L-heads (Ford 6 incl.). Easy turning handwheel. Adjustable jaws. Automatic locking any height. 8" long.

FREE CATALOG. Over 100 K-D Tools from pliers to valve tools.

K-D TOOLS

K-D MFG. CO., LANCASTER, PA.

K-D Tools are designed and proven by shop men like yourself, to be a real "pair of extra hands". Use them to make hard jobs easy and profitable.

AAC Fall Meeting

The La Salle Hotel, Chicago, has been chosen for the Fall Meeting of Automotive Advertisers Council to be held October 3, 4, 5, according to an announcement made by S. R. Robinson, president of the Council, and advertising manager of Grey-Rock Div. of Raybestos-Manhattan, Inc., Manheim, Pa.

New Blue Sunoco Delivers Premium Octane At Regular Gas Price

Recommended for the newest high-compression cars whose owners' manuals specify the use of premium gasoline

Sun Oil Company does it again, with a New Blue Sunoco, raised in anti-knock power for every make car, that delivers more miles-per-dollar than premium-priced brands. This step forward is the result of Sun's one-grade policy and another reason why Sunoco dealers, on the average, pump twice as much gas as competitive dealers. Sunoco dealers know Sun guards against overlapping markets. They know they'll compete with other brands—not with each other. And they know this: the regular-priced, premium octane gas they sell will bring more profits right down the line—from oil sales to lube jobs and TBA.

A SUNOCO DEALERSHIP MIGHT BE OPEN IN YOUR TERRITORY

Call our local office or write us direct:
Sun Oil Company, Philadelphia 3, Pa.

NEW HI-TEST

BLUE SUNOCO

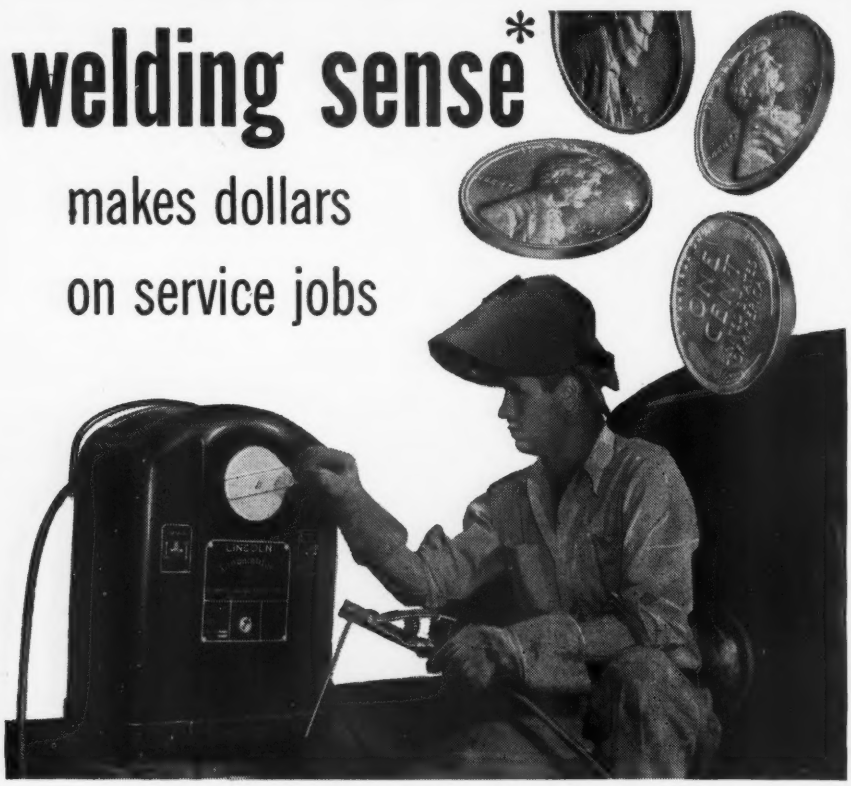
SUN OIL COMPANY, Philadelphia 3, Pa.

Traffic officer William Butler, Jr., hands motorist copy of new booklet.

welding sense*

makes dollars

on service jobs



PREFERRED EVERYWHERE—"Lincwelder AC-250-K". Lincoln's 250 amp AC welder. Operates on single phase power.

***WELDING SENSE** is the knack of cutting costs on repair jobs with arc welding. You can accomplish this with the versatile "Lincwelder 250-K" because:

1. **Any man** in your shop can weld with this machine. Arc-Booster starts arc automatically.
2. **Welds are made five times faster** than gas welds.
3. **Every weld is strong, top quality.** Arc is easy to hold, steady in all positions.

AND the price is low... less than other welders of same capacity. Yet, "Lincwelder's" heavy-duty construction handles the heaviest of service jobs.

GET ALL FACTS! Send for Bulletin 1331.

THE LINCOLN ELECTRIC COMPANY
Dept. 4006
CLEVELAND 17, OHIO

LOOK TO LINCOLN FOR LEADERSHIP
The World's Largest Manufacturer of Arc Welding Equipment

Philly Motorists Get Brake Booklet

Philadelphia police have completed a 30-day distribution program of a safety booklet—"Stop Smoothly Safely"—to 20,000 motorists. Published by the Raybestos Division of Raybestos-Manhattan, Inc., the booklet is designed to promote highway safety through proper use and maintenance of brakes.

Raybestos, makers of automotive and truck brake linings, aimed the booklet at improving safety practices among all drivers from the beginner to the most experienced.

In simplified form, the booklet explains the principles of modern automotive brake design, details the best ways to use them and gives an easy-to-follow set of rules on how to spot signs of wear and improper adjustment.

Following its initial distribution by Philadelphia police, Raybestos plans to send copies of "Stop Smoothly Safely," through civic and official channels, to motorists in all part of the country.

Deputy Police Commissioner A. N. Brown (left) and Inspector R. K. Selfridge (center) and Frank Kennedy, Phila. Raybestos representative, look over copies of booklet.

Judge: "Now tell the jury the truth, madam. Why did you shoot your husband with a bow and arrow?"

Defendant: "I didn't want to wake the children."

Gene Wice, who operates the Pitt Motor Exchange in Pittsburgh, Pa., is shown here installing a top-quality remanufactured engine equipped with Johnson Bearings.

How to make up to $125 per day in one stall!

Here's all you do:

When you get a prospect who needs a *complete* service job, sell him the idea of exchanging his old engine for a guaranteed, remanufactured, dynamometer tested engine.

Have your prospect fill out a credit form which you can obtain from your engine supplier. Call your local distributor or jobber of remanufactured engines, give him the credit information over the phone and your estimate of the amount to be financed—you can include accessories plus previous back bills the prospect owes you.

You invest nothing, take no chances, because the loan is strictly between the finance company and the car owner at *no cost to you.* Your customer goes to the finance company by *himself* to sign the papers.

You get your money with a sure profit, usually before the work is completed.

The engine remanufacturer guarantees his engine against defects in material and workmanship, the same as a new car manufacturer, because he uses the same high quality parts like *Johnson Bearings* for mains, rods and cams that were used *originally* by the car maker.

That's why it pays to install remanufactured engines—you increase your profits, eliminate headaches and your customer is happy.

Johnson has been an important supplier of engine bearings to the automotive industry for many years—works closely with design, production, and metallurgical engineers to help solve the many problems of producing bearings that will give even better service in the miracle engines of tomorrow.

Remember, Johnson jobbers stock complete sets of engine and automatic transmission bearings for most makes of cars and trucks. Try Johnson next time you need replacement bearings.

Johnson Bearings

Johnson Bronze Company
455 S. MILL STREET • NEW CASTLE, PA.

mile away when placed near a disabled vehicle. A red flag is included in the kit as an added safety factor in daytime use.

389
Spark Plug Sockets

Plomb Tool Co.: Two spark plug sockets with a special rubber insert for holding plugs have been marketed by this firm. The insert holds a spark plug securely in the socket permitting quick removal of plugs where clearance is limited, the maker states. It also eliminates burning the hands on manifolds. "Proto" plug holding sockets accommodate 14-mm. spark plugs on most popular cars and many trucks. Both have a ¾ in. male plug at the top, which permits turning with an open end or box wrench, it is stated.

For that long reach!

Herbrand NO. 250

BRAKE BLEEDER WRENCH

For Chrysler and other cars

Another time-saver from Herbrand! The No. 250 Brake Bleeder Wrench is especially designed with deep offset to reach the recessed brake bleeder screw on all recent model Chrysler products. Openings of 3/8" and 7/16" make tool ideal for many other brakes as well. Six point opening holds tight on worn or rounded screw head where a 12-point wrench might slip. Drop forged from triple alloy steel, accurately broached, and handsomely finished in glistening chrome.

The No. 250 is Herbrand's Tool-of-the-Month selection. See it at your Herbrand distributor or write us.

Mechanic's Net $2.35

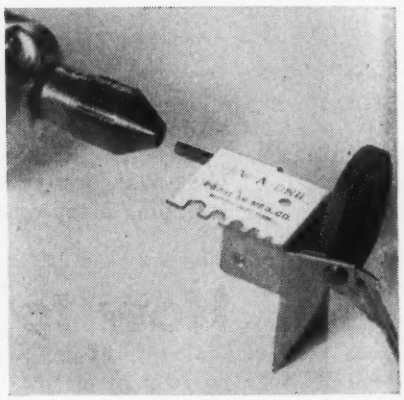
THE TOOL LINE WITH TURNOVER – NOT LEFTOVERS

Herbrand VAN-CHROME TOOLS ... the finest money can buy!

Herbrand Tools
Fremont, Ohio
THE BINGHAM-HERBRAND CORPORATION

390
Drill Sharpener

Popular Manufacturing Co.: Using the power from any electric hand drill, this company's new sharpener is said to handle any size drill bit from 1/16 in. to ¼ in. Its 2-inch grinding wheel is mounted on a ¼-in. shaft which is cradled in permanently lubricated bronze bearings. An extension of the shaft fits the hand drill chuck.



The Sav-a-dril can be used wherever the drill is used and needs no adjustments, the maker states.

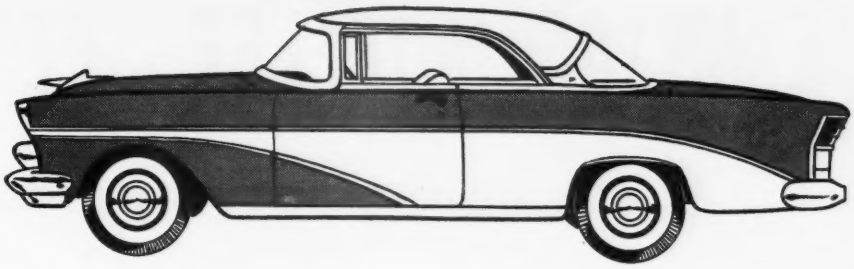
391
Charger Line

Allen Electric and Equipment Co.: Both six and twelve volt batteries can be fast and slow charged with this line of Dyna-Chargers, it is claimed. Several models have built-in battery testers. Six models comprise the new line: four wheel mounted chargers and two portable units. Features include forced air ventilation, thermal overload circuit breakers for protection against burnout and automatic timers which switch from fast to slow charge.

392
Glass Grinder

Dave's Auto Glass: A bench

(*Continued on page* 172)



Modern two-tone styling calls for

sharp, clean masking

Get precision color separation with

SCOTCH BRAND

Masking Tape!

Repainting flashy new cars—older cars too—calls for high-style two-tone work. To turn out perfect jobs use the masking tape that always holds tight . . . it's thin—has less edge build-up . . . handles easily—cuts down your work . . . removes clean. Use famous "SCOTCH" Brand Masking Tape for *all* your repaint jobs.

3M Automotive Products

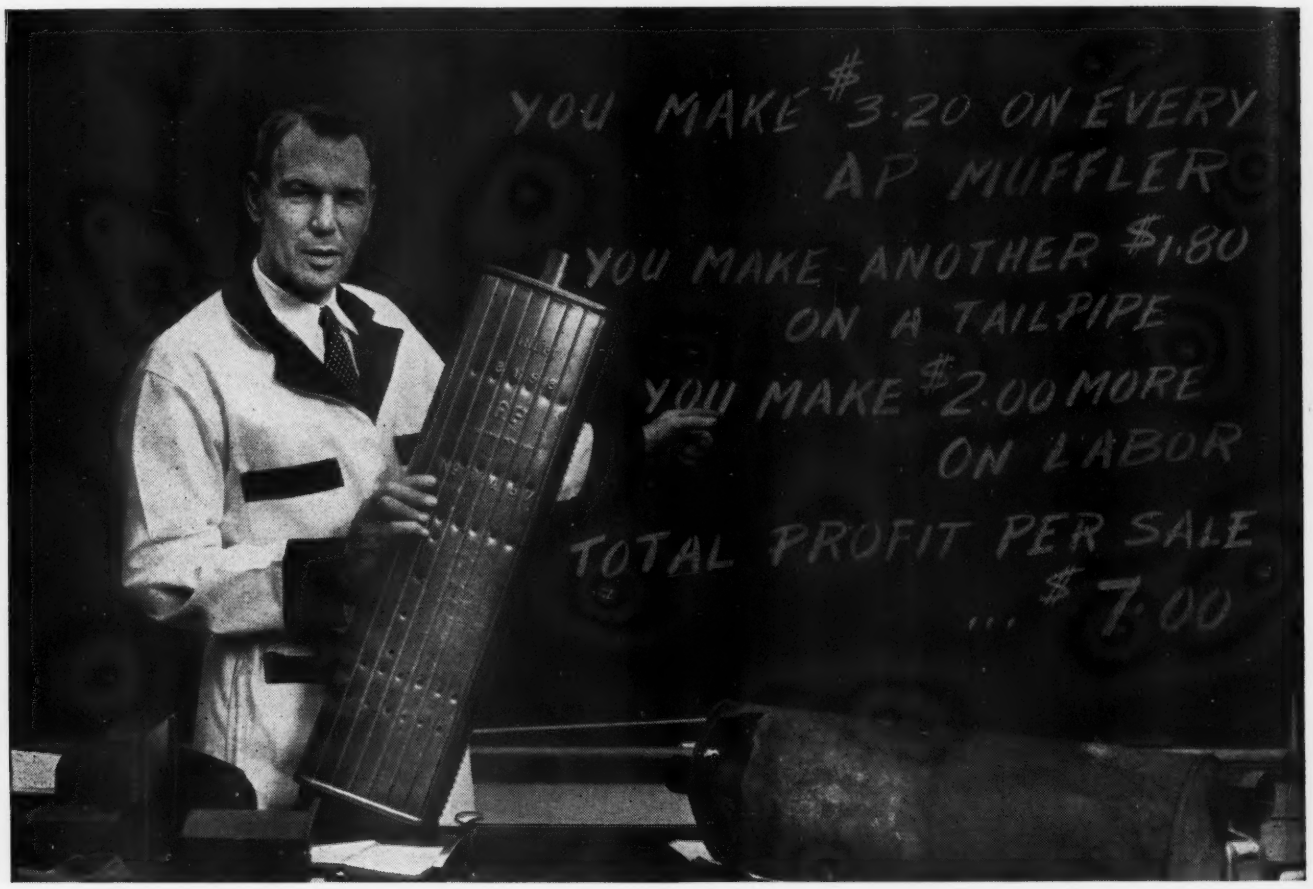
Order now from your 3M jobber

3M COMPANY

Made in U.S.A. by Minnesota Mining and Mfg. Co., St. Paul 6, Minn.—also makers of "SCOTCH" Brand Pressure-Sensitive Tapes, "SCOTCH" Brand Magnetic Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. Export Sales Office: 99 Park Avenue, New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.

BECOME AN AP® MUFFLER SPECIALIST

A quick, easy operation with

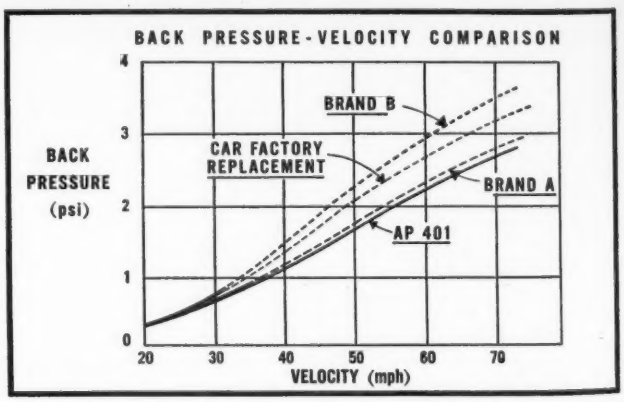


AP Muffler Specialists are making big profits today by helping their customers get the most out of modern high-powered engines. You can do the same thing. All it requires is registration with your AP wholesaler, a minimum basic stock, and the determination to take a look at the muffler on every car that comes into your shop. If you do this systematically, you should be able to make at least 6 extra sales a week for the next 50 weeks—a total of $2100 extra profit. You'll find that 3 out of every 10 cars you service need a muffler or a pipe or both. And this is the kind of business that doesn't tie your shop up, because the average muffler replacement job can be handled in half an hour or less.

And when you install AP mufflers, you know you are giving your customers not just a silencer, but a muffler that will enable them to get all the horsepower they paid for, better gasoline mileage, faster pick-up and ⅓ longer life.

The chart makes plain how the AP muffler for a popular low-priced car stacks up against competition with respect to back pressure. This is typical of every muffler in the AP line.

Ask your jobber to show you the AP "Inside Story." It's an eye-opener that you should be sure to see.

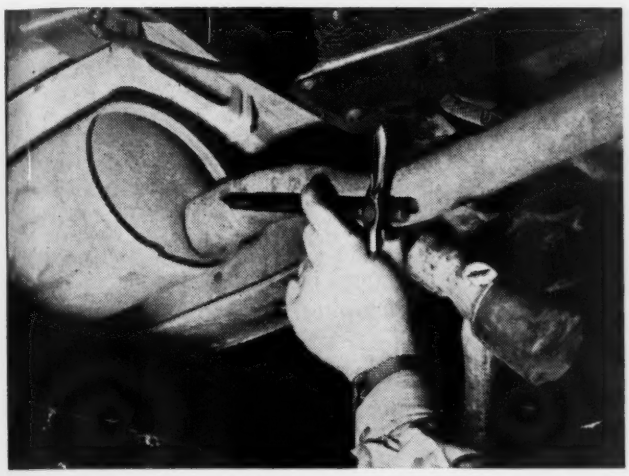


Low back-pressure in AP mufflers is clearly indicated in this chart of competitive tests with three other leading brands—one of a series that showed the AP muffler ahead every time.

AP BETTER-BREATHING MUFFLERS—DESIGNED FOR TODAY'S

AND MAKE OVER $2000 EXTRA A YEAR

fast turnover, high profit



Easier and faster with AP's time-tested muffler removal tool. Cuts down average installation to 26 minutes. Tool is available from your jobber at $2.50—or free with basic muffler assortment.

Mobile merchandiser of basic muffler stock has good display value and can be quickly and easily moved in and out on its wheeled rack. At no extra cost with a minimum $60 stock order.

All the sales helps you need from AP

Your initial sales package will include a poster, a post card, an inspection tag, a decalcomania, classified ads, a catalog, and price sheets. Then AP mails direct to you a constant flow of additional sales aids and up-to-date price and catalog data.

Ads like this full-pager will be read by hundreds of *your customers and prospects*. They'll look for the sign of the AP Muffler Specialist.

THIS FREE SIGN IDENTIFIES YOU

Put it up where it will be seen. Let everyone know you are ready, willing and able to do the best muffler work in town.

THE AP PARTS CORPORATION
3-V AP Building, Toledo 1, Ohio
Mufflers and Pipes • Miracle Power • dgf 123

BETTER-BREATHING ENGINES

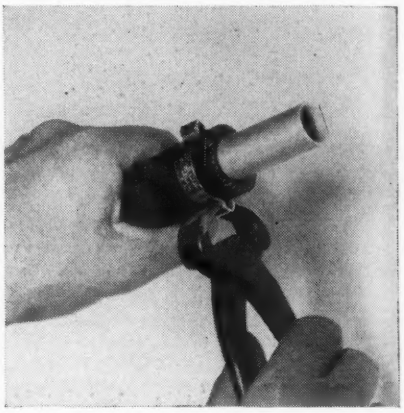
model glass grinder using a wet abrasive belt has been marketed by this company. The Empire has a direct drive 1/3 hp motor, is light weight and is said to make a good portable grinder. The grinder uses standard 54 in. x 4 in. belt, backed by full-width platen for even grinding and features a simple hose coupling and water shut-off valve, the maker states.

393
Dry Charge Battery

Delco-Remy Div. of General Motors Corp.: This company is now distributing a dry charge battery and companion acid package to its dealers. The "dry" package permits the dealer to store batteries until sold. The battery is activated by adding the contents of the disposable acid package to the cells. According to the maker no booster charge is necessary to put the Delco dry charge battery into service.

394
Hose Clamp

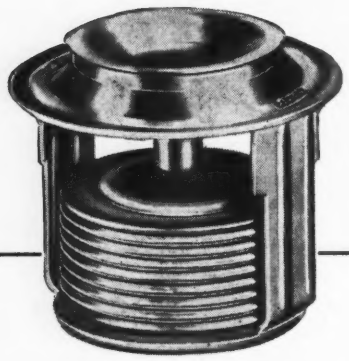
Circle Clamp Corp.: A general purpose hose clamp has been marketed that can be fixed into place in seconds with pincers, according to the maker. This one-piece clamp is said to save on both clamping time and costs. Usable



on all types of high pressure lines the device is slipped on the hose or part and crimped in place by squeezing the parallel sides together. It is available in 20 sizes from ¼ in. I.D. to 2⅝ in. I.D.

Why Stock Two Thermostats When One Will Do The Job?

It's Fill-in time again



Flexon Thermostats Serve Both Pressure and Non-Pressure Systems

You no longer need to stock two separate thermostat lines. With Flexon stats you can take care of both pressure and non-pressure cooling systems with one superior bellows type unit.

A New Concept

The development of a bellows type thermostat capable of efficient operation in both pressure and non-pressure systems is the result of long, exacting research by Flexonics Corporation.

The secret of the Flexon Thermostat is in the charge. Ordinary bellows type thermostats do not operate properly because their conventional alcohol-water charge will not exert sufficient pressure to properly open the stat against system pressure.

To answer this problem, Flexonics developed a completely new charge that provides much greater opening pressure in the *thermostat's operating range.*

Superior Performance

The Flexon Thermostat, with its new charge, opens two to five times faster than other thermostats. Opening is completed within a narrower temperature range so any tendency to "flutter" is minimized. These characteristics assure better performance.

Order Now

Don't delay taking advantage of the buying and stocking simplification that is yours with the Flexon Thermostat. And there's no better time to start than in the stock refilling season. A bulletin giving full sales information is available. Contact your Flexonics Jobber or write direct.

Flexonics *Corporation* AUTOMOTIVE DIVISION

Flexon identifies products of Flexonics Corporation that have served industry for over 53 years.

1398 S. THIRD AVENUE • MAYWOOD, ILLINOIS

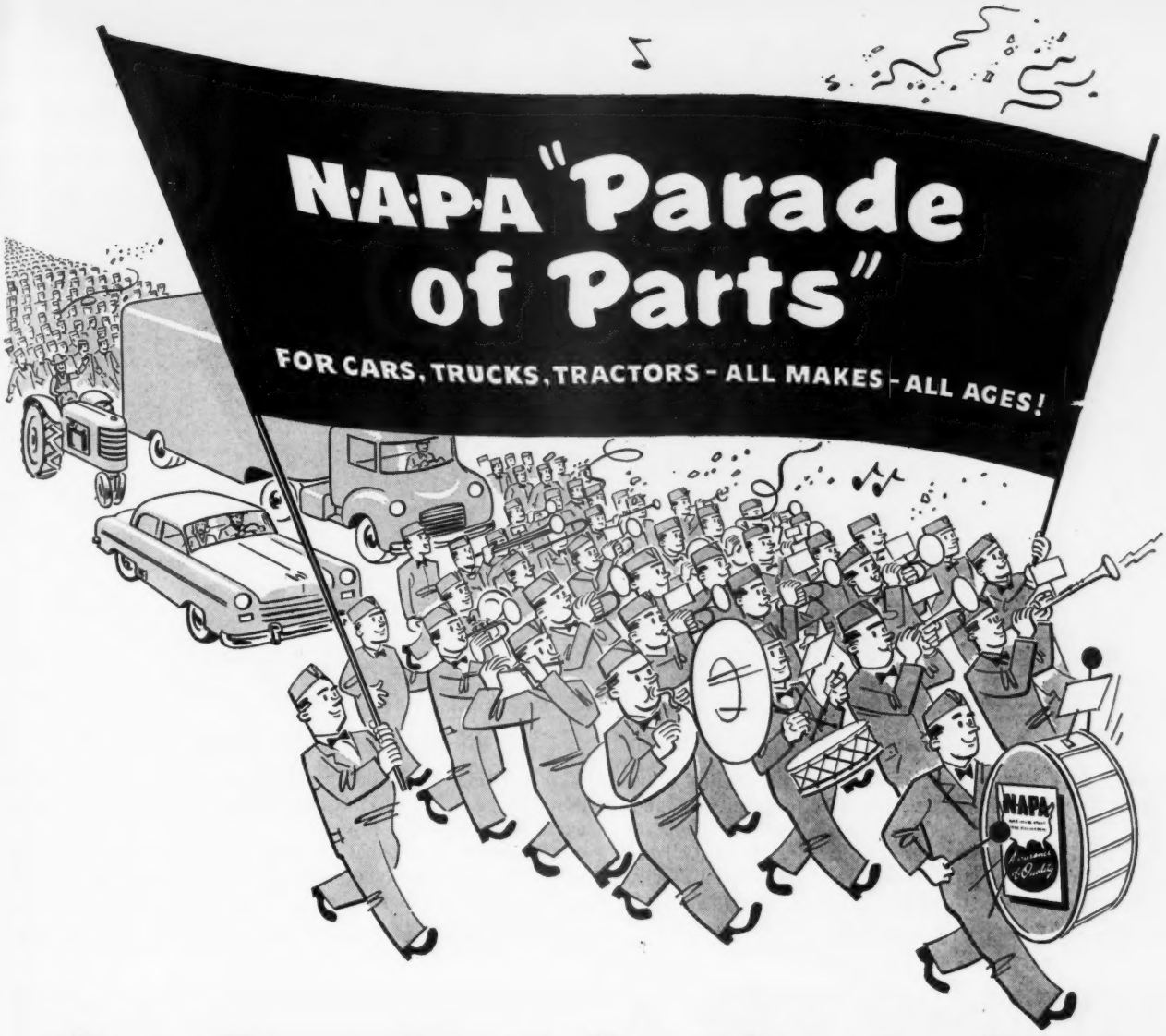
FORMERLY CHICAGO METAL HOSE CORPORATION

Manufacturers of thermostats and flexible metal tubing.

Plants at Maywood, Elgin, Rock Falls and Savanna, Ill. and Memphis, Tenn.

In Canada: Flexonics Corporation of Canada, Ltd., Brampton, Ontario

"All I can say is, it better be *this* one."



-the Greatest in the Industry

Nationally advertised brands of genuine quality — all identified by this seal . . . and quickly available from your N·A·P·A Jobber

The products advertised in these pages are only a sample of what you will see when you visit your N·A·P·A Jobber during *his* "Parade of Parts" within the next few weeks.

This great "Parade of Parts," joined in by thousands of N·A·P·A Jobbers across the nation, spotlights the unequalled service and selling support given the year 'round by N·A·P·A Jobbers and manufacturers. It shows how your N·A·P·A Jobber, as part of the nation's largest independent parts distributing system, is in position to save you *time*—and *needless expense*—when you concentrate your buying with him.

Be sure to visit the "Parade of Parts" . . . *Don't fail* to see the multi-page advertisement in the October 8th Saturday Evening Post. Your customers will see it, and again be assured, as they have been for years, of the genuine quality of parts and supplies bearing the N·A·P·A Seal. *Your N·A·P·A Jobber is a Good Man to KNOW!*

National Automotive Parts Association, Detroit, in behalf of the thousands of independent

N·A·P·A JOBBERS

who supply the automotive repair trade from coast-to-coast with these—and many other — nationally advertised brands of quality automotive parts and supplies.

NAPA "PARADE OF PARTS" (continues)

N·A·P·A "Parade o

Allied-A.P.C. Two-Metal Valves

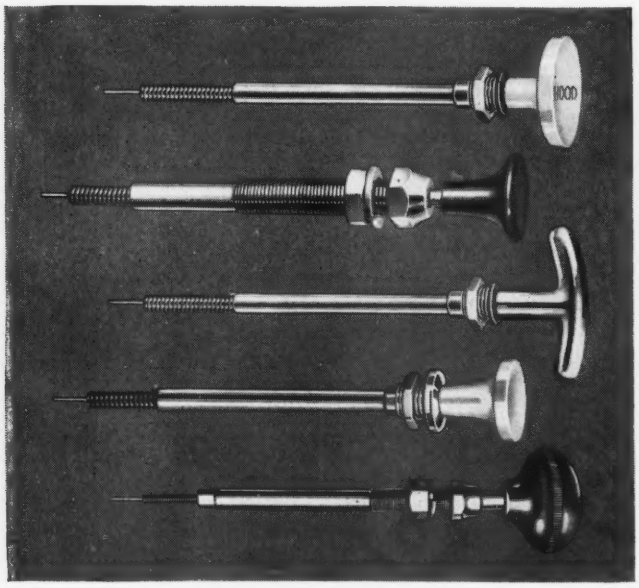
Allied-A.P.C. *Two-Metal* Exhaust Valves are the greatest value you can offer your customers at any price. Conventional and rotating types—Stellite-Faced—Sodium-Filled. Engineered and built to highest standards of accuracy. Install with Allied-A.P.C. Guides, and Allied-Raymond Valve Springs and Locks for efficient performance, long life and customer satisfaction.

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

Install the Best—American Brakeblok

You'll handle every reline *quickly*, *safely*, *profitably*, with American Brakeblok, known and respected for over 25 years as America's Safety Brake Lining! Boxed attractively and clearly identified, it comes precision-made in axle sets for every motor vehicle. It is available *bonded*, or *riveted* for all cars and light trucks; in *thick blocks* for all heavy-duty service.

AMERICAN BRAKEBLOK DIVISION • DETROIT 9, MICHIGAN



Balkamp Controls

Balkamp's complete line of automotive controls for hood, choke and throttle, as well as heavy duty controls in special lengths and travel, reach a large and profitable market. Automotive controls available in chrome and ivory or tan Tenite. Special heavy-duty controls available for use on trucks, tractors, compressors, generators, hoists and other heavy equipment.

BALKAMP, INC. • INDIANAPOLIS, INDIANA

Balkamp Motor and Transmission Mounts

Motor and transmission mounts should be replaced after every engine, clutch or transmission overhaul, because new mounts make a real contribution to the smooth performance customers expect. The Balkamp line includes a broad range of individually packaged motor and transmission mounts. All built to original equipment standards, and clearly cataloged.

BALKAMP, INC. • INDIANAPOLIS, INDIANA

NAPA "PARADE OF PARTS" (continues)

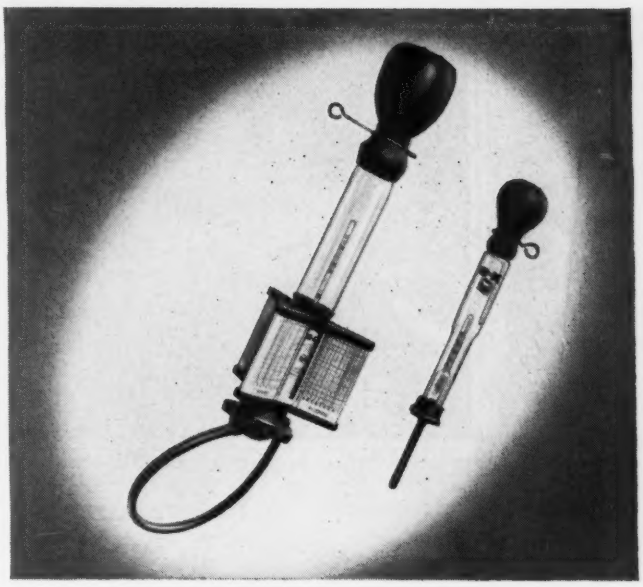
e of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!

B★K Radiator and Heater Hose Clamps

B★K offers complete coverage in radiator and heater hose clamps, with worm gear, adjustable and universal types all available. Five sizes of stainless steel worm gear clamps cover all hose sizes, from ¾″ to 3¼″. Three sizes of adjustable clamps fit all radiator hose. Universal clamps come in three styles. For any hose clamp need, see your NAPA Jobber.

B★K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA



B★K Anti-Freeze and Battery Testers

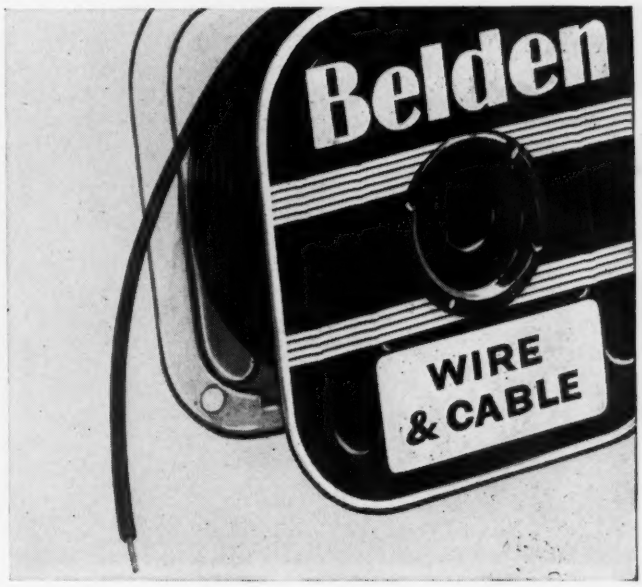
B★K Anti-Freeze Testers are durable, direct-reading thermometer-type instruments available for both universal and single-solution use. Easy-to-read scale. Pre-tested rubber-cushioned floats. B★K Battery Testers include Thermometer-type for accurate testing under extreme heat or cold, as well as the non-thermo type for fast readings under normal conditions.

B★K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA

B★K Huffman Service Station Equipment

NAPA Jobbers have chosen B★K Huffman service station equipment because of its superior quality . . . and, because B★K Huffman units are available for every station need. All galvanized and baked enamel ware meets the most rigid tests in every day usage. For "top quality" service station equipment insist on B★K Huffman.

B★K HUFFMAN • DELPHOS, OHIO



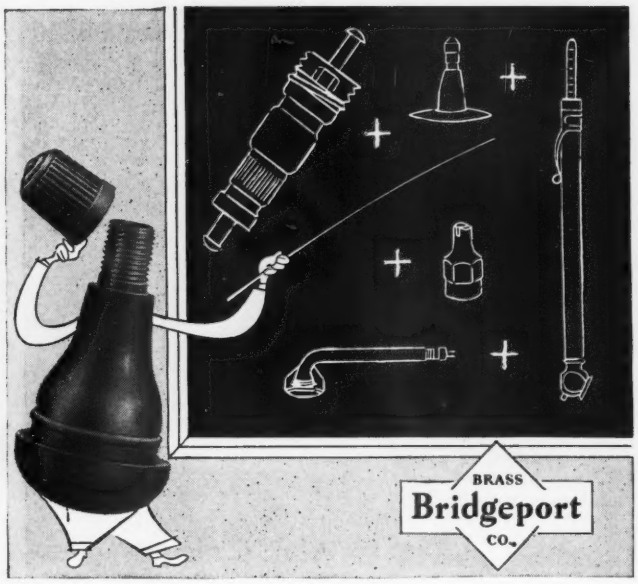
For Wire Profits—Without Complaints

Use Belden—the Wiring Line that's complete for all service jobs—easy to stock—at a surprisingly low investment. Easier application means faster replacements. Belden Wire and Cables are engineered for modern cars, trucks, and buses—the line most servicemen use. Ask your Jobber Salesman.

BELDEN MANUFACTURING COMPANY • CHICAGO, ILLINOIS

NAPA "PARADE OF PARTS" (continues)

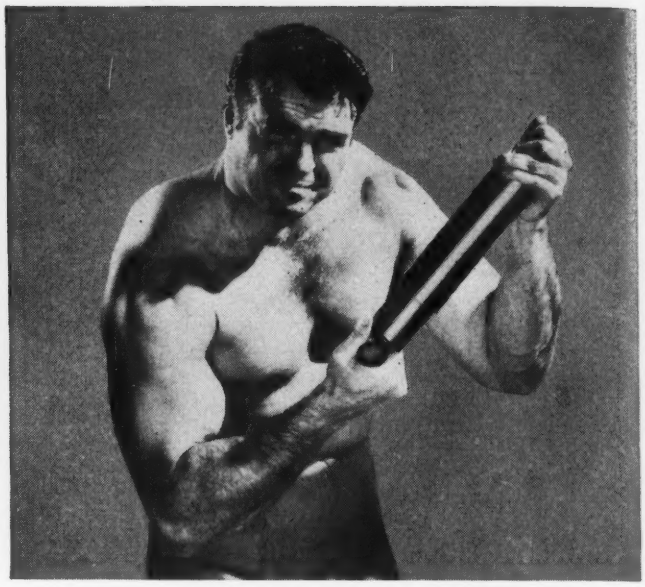
N·A·P·A "Parade Of



This Adds Up!

Bridgeport's *complete* line of tire valves and accessories adds up to greater profits, higher turn-over with less inventory. Why? Because Bridgeport's line has no outdated or duplicated items. And local stocks give you quick delivery through your jobber. Order today.

BRIDGEPORT BRASS COMPANY • BRIDGEPORT 2, CONNECTICUT



Briggs "Hydro-Muscle"® Ride Control

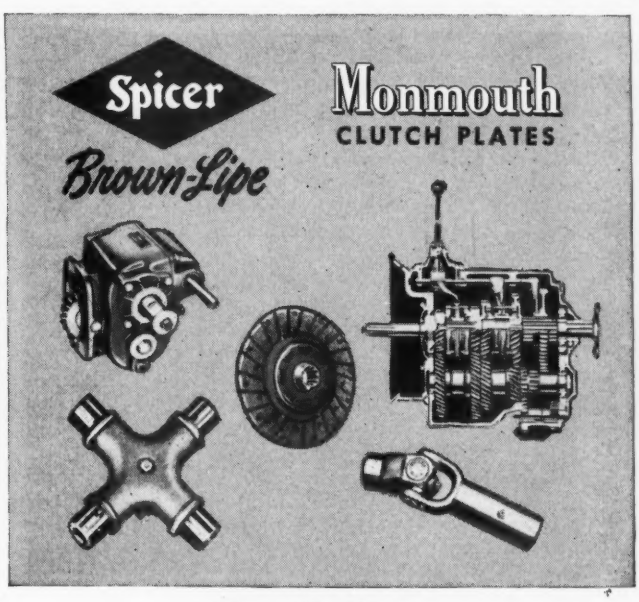
Car owners don't understand "shock absorbers." What they want and will buy is *Ride Control*—Briggs "Hydro-Muscle" Ride Control. A winter safety necessity. Ask your jobber for high-profit, fast-action assortment of 12 Briggs "Hydro-Muscles"—potent Muscle Man selling tools included FREE to tie in with big-space national ads.

THE BRIGGS SHOCK ABSORBER COMPANY • CLEVELAND, OHIO

Celoron® Timing Gears

There are reasons why good mechanics insist on using genuine Celoron Timing Gears. Made to original equipment standards, Celoron gears have high tooth strength, run smoothly, are easy to install. Customers know that the *laminated rim* of an individually molded Celoron gear gives better timing, longer life. Install the best in timing gears—order Celoron from NAPA!

CONTINENTAL-DIAMOND FIBRE DIVISION OF THE BUDD COMPANY, INC.
NEWARK, DELAWARE



Dana Products

One or more Dana-made Products are in practically every automotive vehicle on the road: Spicer and "Mechanics-Type" Universal Joint Replacement Kits; Spicer "Brown-Lipe" Transmissions; Spicer Power Take-Offs and PTO Joints; and Monmouth Clutch Plates. Available through NAPA jobbers. For your profit and customer satisfaction, use DANA products.

"The Standard of the Industry!"

DANA CORPORATION • TOLEDO 1, OHIO

NAPA "PARADE OF PARTS" (continues)

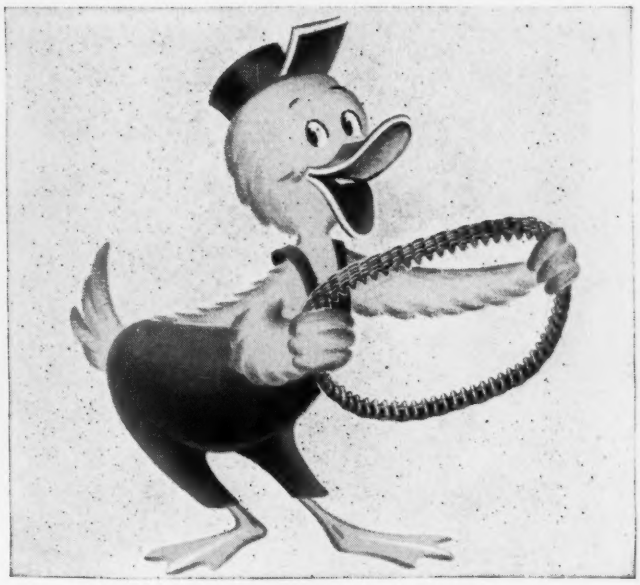
e of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!

DITTMER

Transmission Gears and Shafts have been keeping cars and trucks in operation since 1919. "*Second to None*" quality; *Easy-to-Work-With* Catalog; attractive *safety* cartons, distinguish this line. Illustrated instruction sheets, tags, etc., in many gear cartons are of real help to the repairman. This Company is Owner-Managed. See your NAPA Jobber!

DITTMER GEAR & MFG. CORP. • LOCKPORT, NEW YORK



Duckworth Timing Chains

Often a "ring" job isn't the complete answer to motor "pep" . . . the kind your customer expects. Check the timing chain for wear and stretch. If replacement is needed recommend Duckworth (R) Monoflex Timing Chains for top motor performance, with gas and oil savings as an extra bonus. Result: "*repeat*" *business that comes from real customer satisfaction.*

CHAIN BELT COMPANY • SPRINGFIELD, MASSACHUSETTS

ECHLIN Ignition

VISUMATIC • Visual stock control • Room for expansion • Perpetually balanced stock • Annual modernization • Guaranteed against obsolescence • The part you want when you want it—

ECHLIN MANUFACTURING COMPANY • NEW HAVEN, CONNECTICUT

ECHLIN Extras In Ignition

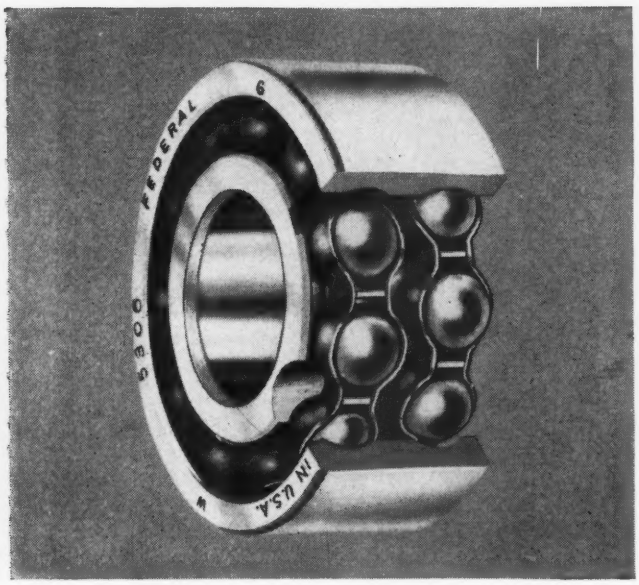
FOR CARS • TRUCKS • TRACTORS

- *OUTSTANDING ENGINEERING*
- *TOP QUALITY MATERIALS*
- *PRECISION WORKMANSHIP*

ECHLIN MANUFACTURING COMPANY • NEW HAVEN, CONNECTICUT

NAPA "PARADE OF PARTS" (continues)

N·A·P·A "Parade o



Federal Ball Bearings

Most complete ball bearing line for the automotive industry. Used as *original equipment* on millions of vehicles by leading manufacturers. Chosen by repairmen as the ideal replacement bearing. *Federal Ball Bearings* are dependable—backed by the dependable source of supply—your NAPA Jobber!

THE FEDERAL BEARINGS CO., INC. • POUGHKEEPSIE, NEW YORK

Fleet Bumper Lifts

Whether you prefer a hydraulic or mechanical one-end bumper lift for fast service, it is available in the FLEET line of jacks. In addition to these popular service models, you can get 33 other sizes and types of FLEET hydraulic or mechanical jacks for every lifting requirement from your NAPA Jobber.

EDGEWATER AUTOMOTIVE DIVISION • ST. JOSEPH, MICHIGAN

Allied-Grapho Vacuum-Tested Water Pumps

With greater loads being placed on cooling systems, the importance of the water pump has reached a new high. Allied-Grapho Water Pumps are factory duplicates in design; and in engineering, tolerances and materials, they *meet or surpass every factory specification!* As a double-check, every Allied-Grapho pump is *vacuum-tested* to be sure it won't leak in service!

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

Automotive Finishes

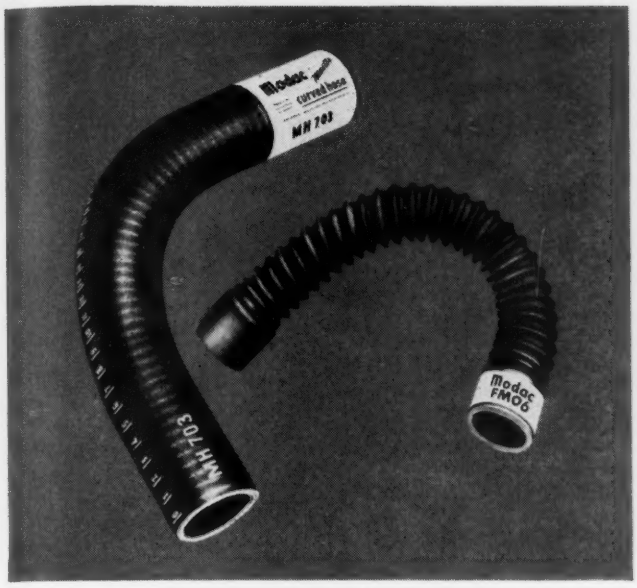
For best color match, best blend-in, best gloss . . . *insist* on Martin-Senour exclusively! A full line of factory-packaged, factory-sealed quality products for *complete* car finishing . . . from the widest choice of colors to exactly the right thinner, reducer, primer and sealer for every job! Get full customer satisfaction! Order Martin-Senour from your NAPA Jobber!

MARTIN-SENOUR, 2520 SOUTH QUARRY STREET • CHICAGO, ILLINOIS

NAPA "PARADE OF PARTS" (continues)

eof Parts"

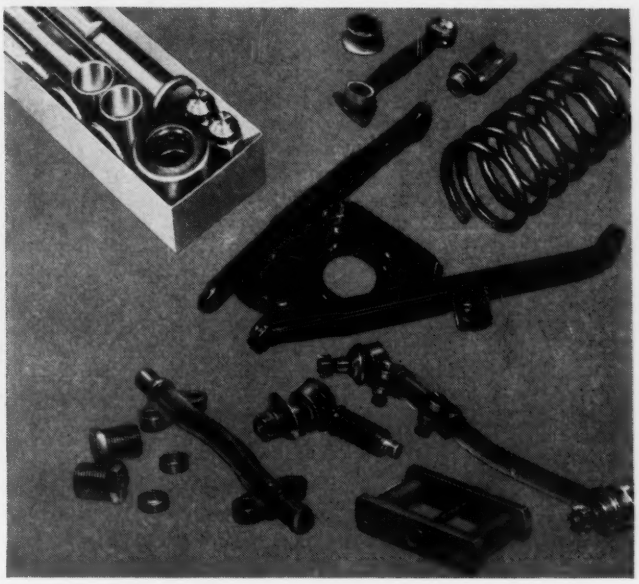
nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



Modac Radiator Hose

Modac's complete line of Radiator Hose—*Molded Curved, Flexible* and *Straight*, is made of finest materials, designed to service all types of passenger car, truck and tractor engines. Very flexible to absorb vibration, Modac Hose protects fragile radiator connections. Smooth unobstructed inner tubes allow full coolant flow. Your NAPA Jobber will suggest the *best* Modac Hose for you!

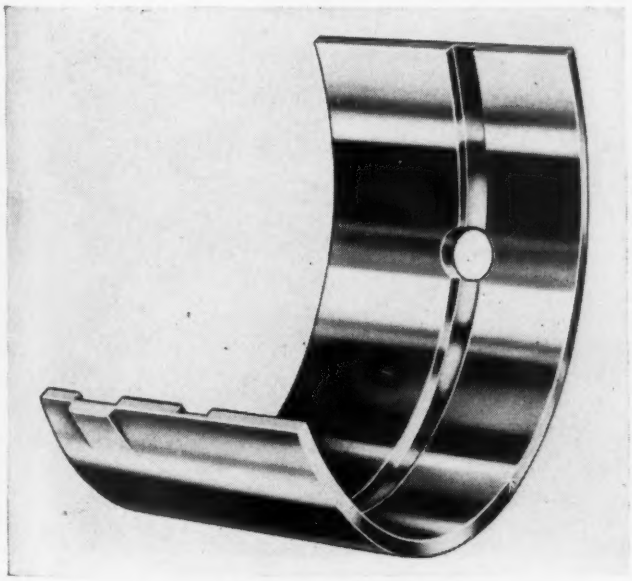
HAYWOOD INDUSTRIES • WAYNESVILLE, NORTH CAROLINA



Allied-Monmouth Chassis Parts

In Allied-Monmouth Chassis Parts, your NAPA Jobber offers a complete line engineered and built to original equipment standards in materials and tolerances. Includes Wheel Suspension Parts, Coil Springs, Steering Parts, King Bolt Sets, Shackles, and Ball-Joint Suspension replacements. Make your NAPA Jobber your headquarters for Chassis Parts.

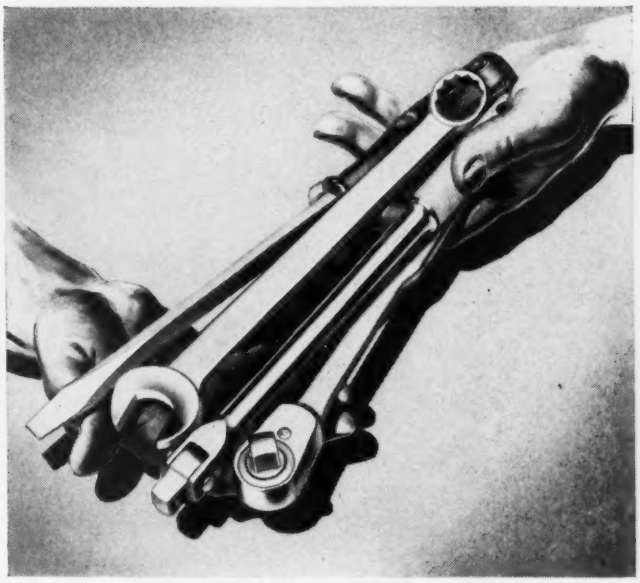
ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN



Monmouth Engine Bearings

For trouble-free installation and new-engine performance, get the best in bearings; Monmouth, original equipment on 65 makes of millions of cars, trucks and tractors. Designed right and made right for perfect fit, high fatigue life and smooth surface action, Monmouth engine bearings assure full customer satisfaction. Use Monmouth—Clevite 77 and Micro!

CLEVITE SERVICE DIVISION • CLEVELAND, OHIO



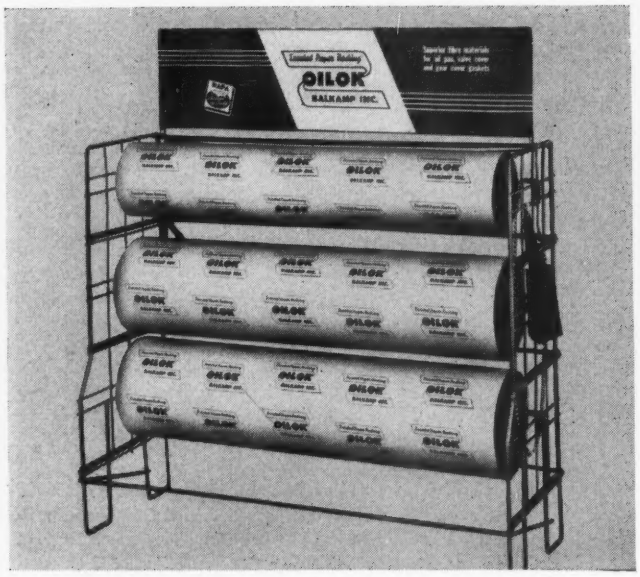
New Britain Hand Tools

The complete Line of top-quality, professional Tools designed *for* mechanics *by* mechanics—including the great new Automatic Transmission Tools that open up this money-making service field for you. Ask for New Britain Tools. They're engineered to handle today's repairs and service—faster for you!

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONNECTICUT

NAPA "PARADE OF PARTS" (continues)

N·A·P·A "Parade o



OILOK Treated Paper Packing

OILOK is a treated fiber sheet packing, impervious to water, gasoline and oil. Available in 18″ and 36″ width rolls. Supplied in 1/64″, 1/32″, and 1/16″ thicknesses. Its compressibility and sealing qualities adapt OILOK for oil pan, gear cover, and valve cover installation when ready-cut gaskets are not available.

MANUFACTURED BY VICTOR MFG. & GASKET COMPANY FOR BALKAMP, INC. • INDIANAPOLIS

Puritan Heavy-Duty Brake Fluid

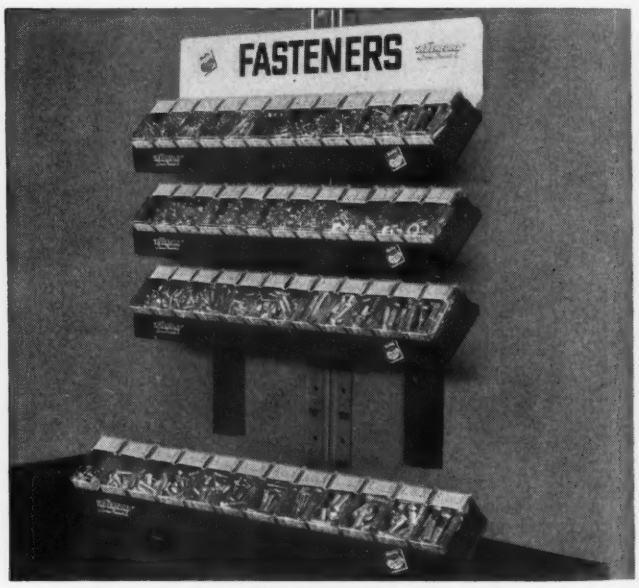
Meets and exceeds SAE standards by a wide margin! 60°F. below zero to 400°F. above. Completely free from gumming and rubber reaction. Mixes with all fluids made with castor or synthetic bases; absorbs condensation. Recommended for all heavy-duty service. For passenger car service, sell PURITAN Super 60 Brake fluid for extra safety..*extra profits!*

OLIN MATHIESON CHEMICAL CORPORATION • BALTIMORE 3, MD.

New Puritan Penetrant

A free sample from your jobber—then try it and see—try it on the heat-baked rust of a muffler joint—or a corroded manifold bolt—try the toughest job you can find and compare results with anything else. Plus values are, won't burn, doesn't smell, harmless to rubber—It's new, better; ask your jobber for a sample of Puritan Penetrant.

OLIN MATHIESON CHEMICAL CORPORATION • BALTIMORE 3, MD.



Rockford Fasteners

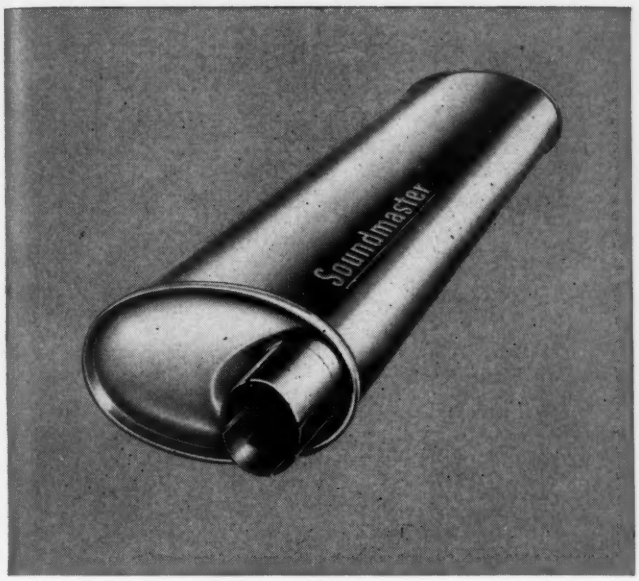
Rockford's new wall-mounted "*Dealer Organizer*" eliminates the headache of bins or drawers for fastener parts—gives new all-'round convenience. Clear plastic packages in easy reach save time. Rockford's plated finish makes assembly easy—gives the new *clean look!* Cap Screws, Nuts, Washers, Cotter Pins, Stove Bolts and Sheet Metal Screws in packages to fit your needs.

ROCKFORD SCREW PRODUCTS COMPANY • ROCKFORD, ILLINOIS

NAPA "PARADE OF PARTS" (continues)

e of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



It's Powerful Quiet with a Soundmaster

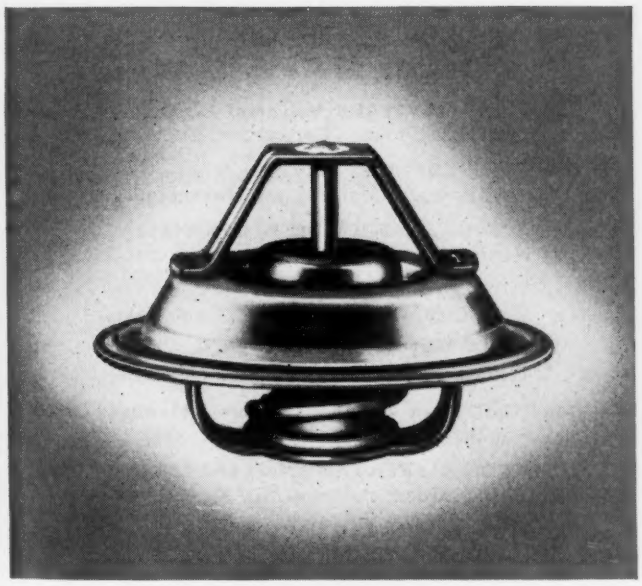
POWERFUL because each muffler is designed to meet the special needs of a specific engine, to preserve all its flashing performance . . . QUIET because each noise condition is met individually, with laboratory tests to determine the one best construction to produce Quiet . . . SAFE because Soundmaster mechanical fit protects car owners against deadly "CO"!

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

Standard Grease Seals

There's a perfect-fit Standard replacement seal for every car entering your shop—including orphans! And the quick, easy way to extra profit from seals is a Standard seal stock. Two stocks: one for garages with front and rear wheel seals, one for lube stations with front wheel seals only. Includes price sheet, interchange data. Ask about it today!

STANDARD SEAL COMPANY • VAN WERT, OHIO



For Quick Heat—Thomson "HP" Thermostats

The revolutionary Thomson "HP" Stat—adopted as original equipment by one of the big three—for the first time brings to modern pressurized cooling systems all the advantages of the tight-sealing, trouble-free poppet valve. Standard and High-Temperature settings in both the "HP" and Thomson bellows-type stats. See your NAPA Jobber for *complete service.*

STANDARD-THOMSON CORPORATION • DAYTON, OHIO

New D-107 Trico Displaymobile

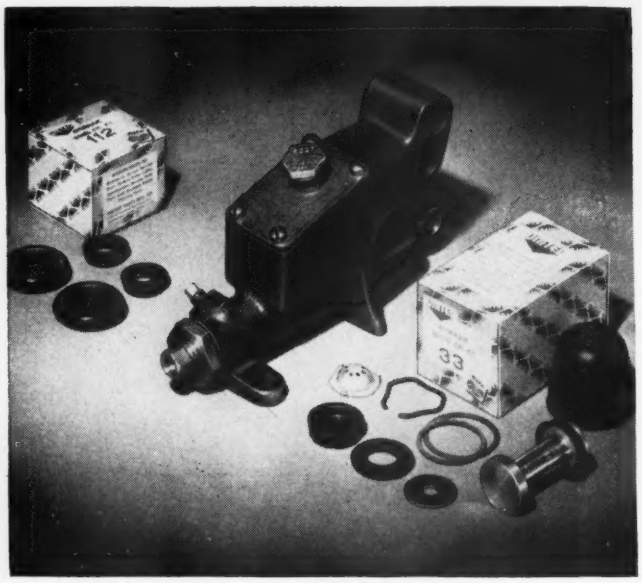
It's new . . . it's different . . . it's a real profit pusher. Designed for use with the Trico Stock Organizer Cabinet and Vis-U-Lid, this new Displaymobile puts your wiper-washer service department right out front at the point of sale. Use this portable all metal unit on the service floor . . . in the lubritorium . . . roll out to the island near the pump, or in front of the station where customers will see it. For details, see your NAPA Jobber.

TRICO PRODUCTS CORPORATION • BUFFALO 3, NEW YORK

NAPA "PARADE OF PARTS" (continues)

NAPA "Parade of Parts"

Nationally advertised brands for **CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!**



UNITED means dependability

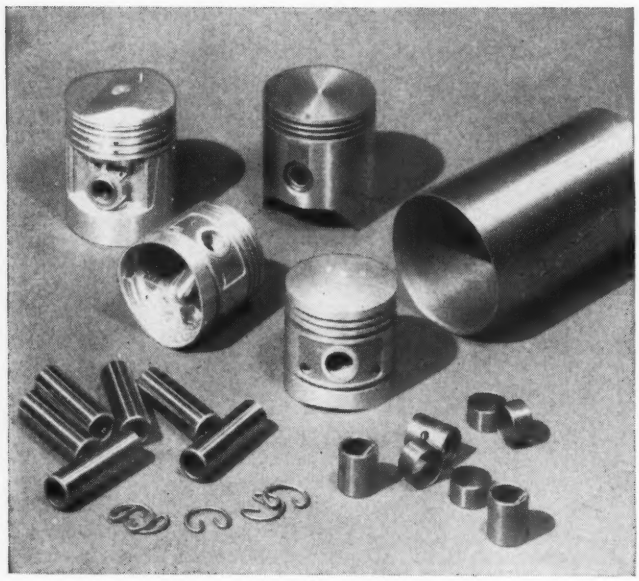
UNITED Hydraulic Brake Parts are replacement engineered and specifically designed to completely restore the hydraulic brake system to peak operating efficiency. Automotive servicemen the world over have dependably applied UNITED brake parts for over a quarter century. Use UNITED. Your NAPA jobber features this brand.

UNITED PARTS MFG. CO. • CHICAGO, ILLINOIS

Visall Safety Products

Dependable, easy to install turn signals. Visall 631 switch with engineered delayed self-cancelling. Visall 581 Class B light for maximum economy. Visall 531, 532 Class A with Lucite plastic lens. Visall 561 Class A with glass lens for heavy investment vehicles. Reflectors, flares, passenger car mirrors, truck mirrors, truck lights. Proven in service, approved in all states.

VEHICLE PRODUCTS COMPANY • CINCINNATI, OHIO



Allied-Wisconsin Pistons and Sleeves

For cars, trucks and tractors, look to Allied for the finest in pistons, sleeves and sleeve assemblies. Made to engine manufacturers' specifications as to material, design and weight, the broad Allied line includes *all piston types used as original equipment!* Install with Allied-Precision Micro-Matched Piston Pins for a perfectly balanced job.

ALLIED MOTOR PARTS COMPANY • DETROIT, MICHIGAN

Other NAPA Lines

CLEVELAND Universal Joints
Cleveland Steel Products Corporation, Cleveland, Ohio

DETROIT Universal Joints
Universal Products Company, Inc., Dearborn, Michigan

HAARTZ-MASON Friction Tape
Harrtz-Mason, Inc., Watertown, Massachusetts

K. O. LEE Valve Seat Inserts
K. O. Lee Company, Aberdeen, South Dakota

MICROTEST Axle Shafts
MicroTest Gear Company, Pottstown, Pennsylvania

MICROTEST Drive and Pinion Gears • Flywheel Gears
Balkamp, Inc., Indianapolis, Indiana

MODAC Service Hose, Auto Mats and Splash Guards
B. F. Goodrich Company, Akron, Ohio

MODAC "V" Belts
Haywood Industries, Waynesville, North Carolina

PROSPECT Floor Mats
Prospect Rubber Company, Cleveland, Ohio

RARITAN Roller Bearings
Raritan Bearing Corporation, Trenton, New Jersey

TALENT Power Tools
SKIL Corporation, Chicago, Illinois

ZOLLNER Heavy-Duty Pistons
Zollner Machine Works, Fort Wayne, Indiana

NAPA "PARADE OF PARTS" (continues)

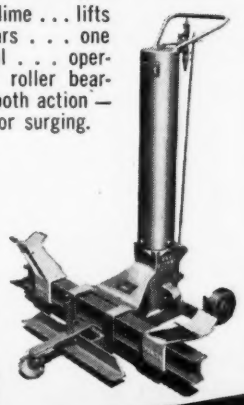
LEE...
the one
END LIFT
with ALL
the features!

- Cantilever action delivers direct lifting power
- Double orifice valve eliminates surging
- Large Neoprene tires, roller bearing wheels for easier handling
- Pat. safety latch for positive locking
- Stores on end in minimum space

Save as much as 70% in job time; increase mechanic's efficiency to 50% with LEE, the original and best End Lift.

...and the
LEE Bumper Lift

Turns on a dime . . . lifts all U. S. cars . . . one hand control . . . operates on 10 roller bearings for smooth action — no binding or surging.



Write for Bulletin 201

AUTOMOTIVE EQUIPMENT MFG. CO.
11000 SO. ALAMEDA STREET
LYNWOOD, CALIFORNIA

Auto Dealer Seen As Prosperity Key

The automobile dealer is a key to national prosperity, C. L. Jacobson, Chrysler Corp. vice president in charge of sales, stated in a recent address before the North Carolina State Automobile Dealers Association.

"It has often been said that as the automobile business goes so goes the nation's business," said Jacobson. "Now it is the automobile dealer who keeps the factories humming by persuading people to take full advantage of the pleasure, the convenience and the sense of freedom created for them by the modern automobile. So it is a literal fact that the automobile dealer is a prime mover of our economy."

The auto industry, he said, can look forward with confidence to good market opportunities in the years ahead, but emphasized that prosperity depends, among other things, upon the efforts put forth by individual businessmen.

He said that in his experience the successful auto dealers have been the men who know the difference between a customer and a buyer and who know how to create an increasing number of customers, adding:

"The dealer who thinks primarily in terms of the immediate sale is bound to make less money over the long pull than the man who cultivates customers. It is the customer who comes back to you to buy his next new car or to get a used car for his wife. It is the customer who comes to you for check-ups and repairs. It is the customer who brings his friends to you because he knows they will be treated right."

To emphasize his point, Mr. Jacobson cited two recent surveys. One established that two out of every five car buyers did no shopping around, buying from the one and only dealer they did business with. The other survey showed that 54 per cent of the people who changed the brand of their car did so because of dissatisfaction with their dealers.

DOUBLE HEADER...
TOP SALES!

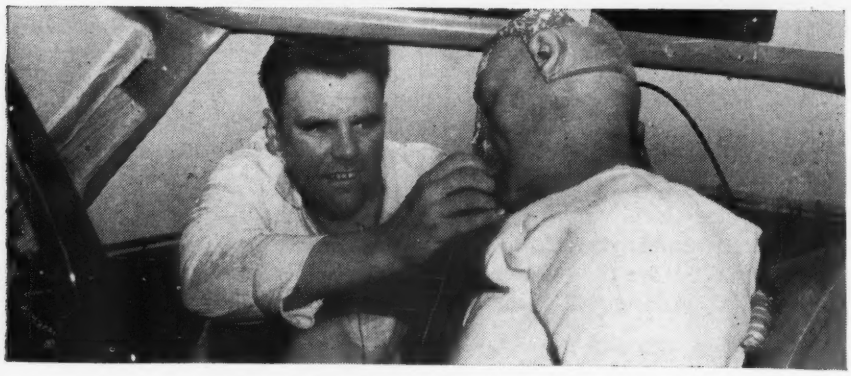
For a car that's really "dressed up to go places", the new "Double Header" twin antenna is a must! The latest selling sensation in automotive accessories, the "Double Header" is available in triple-plated chrome or 6 sparkling baked-on automotive colors. In self-displaying package units, these quality antennas are setting new sales records everywhere, a worthy companion to the famous Telescopic Auto "Baseball" Antenna, also available in chrome or color.

Whatever your antenna requirements — automotive, communications or special antennas—The Antenna Specialists Company will be pleased to serve you.

Write today for catalog sheets and complete specifications.

the antenna specialists co.
12435 Euclid Ave., Cleveland 6, Ohio

CANADA: ACTIVE RADIO & TV DISTRI.
58 Spadina Ave. • Toronto
EXPORT: C. O. BRANDES
Cleveland, Ohio



Ford technician adjusts electrical connection on crash dummy's head.

WUDEL *Hydraulic* TRANSMISSION JACK

COMPLETELY NEW—IT'S NEEDED—IT'S PROFITABLE TO USE

The most dependable Hydraulic Transmission Jack ever built.

Offers more stamina for removing and installing *all* automatic transmissions easier, safer and faster.

Minimum pumping effort with swivel handle under complete control of operator from any position around jack.

Saddle tilts forward approximately 90 degrees, backwards 22 degrees and sideways 20 degrees.

Universal Adapter fits corners of transmission pan flange firmly and safely. Powerglide Adapter fastens *quickly* to bottom of Powerglide transmission.

Dealer Price: Complete with Two Adapters — $132.00. See your jobber or write for Bulletin TJ.

PROVED—and IMPROVED

VIXEN *Spark Plug* CLEANER & TESTER

Offers new styling and smart, brawny appearance for added prestige and customer confidence. All controls are located for easy access. Handy drawer for parts and tools, including channel for holding 8 spark plugs, is an added feature.

New Cleaner Unit *separates carbon and dust from cleaning compound* while cleaning spark plug. You are always assured of clean, useable abrasive, *lasting up to 5,000 cleanings.* Only one size grommet is used for all sizes of spark plugs.

Vapor-like flow of abrasive covers entire base of plug while cleaning. *No nozzle to replace.* Improved Tester Unit, designed to quickly test and compare all sizes of plugs under compression, features a smoother, steadier spark. Recessed glass mirror provides safe, clear view of sparking action, and dial gauge convincingly indicates condition of plug.

Model 444. Spark Plug Cleaner only, also available.

See your jobber or write for Bulletin VX.

VIXEN DELUXE MODEL No. 400

No. 400 Vixen DeLuxe Cleaner & Tester	$39.50
No. 444 Vixen DeLuxe Cleaner only	18.00
No. 12 Vixen Spark Plug Cleaner	5.75
No. 34 Vixen Spark Plug Tester only	21.00
No. 135 Vixen Cleaner and Tester complete	27.75

EDMUND J. WUDEL MANUFACTURING CO. 6082 Ferguson Drive Los Angeles 22, Cal.

Ford Uses Manikins In Crash Experiment

Ford Motor Company has announced a concerted research program in the pioneer development and testing of safety devices to reduce the number and severity of crash injuries.

Earle S. MacPherson, vice president, engineering, said that evaluation studies and full-scale car-crash tests conducted by Ford Engineering Staff using life-like dummies to simulate human passengers have shown, among other things, the value of seat belts for automobiles.

He said that, as a result, the company has made seat belts available to dealers for installation as accessory equipment on Ford, Lincoln and Mercury cars and Ford trucks.

"Studies are continuing at the new Ford Research and Engineering Center on other energy-absorbing devices and engineering designs aimed at minimizing injuries caused by traffic accidents," Mr. MacPherson said. "These safety advancements also will be incorporated in Ford Motor Company products as fast as they can be proved effective."

The Ford, Lincoln and Mercury seat belts will meet strength requirements greater than those specified by the Civil Aeronautics Administration for aircraft seat belts, according to A. L. Haynes, assistant chief research engineer and head of the company's vehicle safety program.

"We know there is less chance of injury when the motorist is held in his seat, and furthermore when he is kept within the protective enclosure of the vehicle," he said.

"We also have learned that the driver who is restrained snugly behind the steering wheel by his seat belt is less likely to lose control of his car during a minor accident and—as a result—be injured in a secondary collision." In addition, he said, the personal experience of those working on the company seat belts is that they increase the comfort of long-distance driving and reduce fatigue.

The Ford seat belts are adapta-

(*Continued on page* 185)

Chances are you're already using one or more dependable AGS lubricants — and know how they improve any lube job . . . and give your work that extra touch of quality. So why stop short — with just one or two items? Use the full AGS line to really round-out your service . . . and increase your resale profits!

RuGLYDE®

Rubber Lubricant & RuGLYDE Service Kit

Industry recommended for lubricating of all rubber parts and fittings—clean and dress-up rubber—faster, safer Tubeless Tire servicing.

LOCK-EASE ®

***Graphited* Lock Fluid**

Protects all locks against freezing, sticking, rust and wear. Penetrates quickly, seals out moisture and dust from working parts. Use on every lube job—sell it, too!

DOOR-EASE ®

Stick Lubricant

A clean lubricant for car door, trunk and hood fitting and other exposed parts . . . stops squeaks and binding. Excellent for home use, too. Will not stain.

DOOR-EASE ®

Dripless Oil

Runs in . . . won't run out! Long-wearing . . . weather and rust-proof film for hard-to-get-at places. Dozens of resale uses.

AGS PRODUCTS

See your supplier or write

AMERICAN GREASE STICK CO.

MUSKEGON, MICHIGAN

Ford . . . .

Continued from Page 184

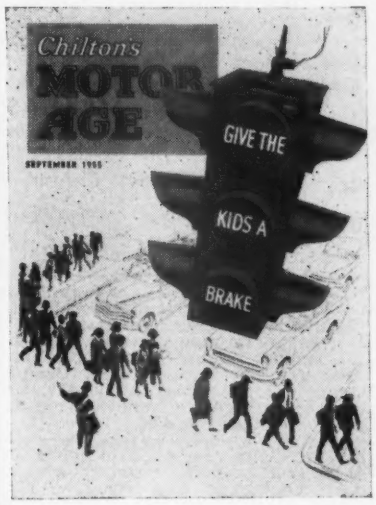
ble to all Ford Motor Company cars from 1952 to the current models. Belt webbing is made of a durable nylon-cotton combination about four inches wide. Buckles will clamp easily and can be adjusted or unfastened with one hand, leaving the other free for steering.

The manikins used in the Ford crash tests are called anthropomorphic dummies. They have the same weights and dimensions of average motorists. Their skeletons are steel weldments; their skin and muscle, soft plastic. They can be adjusted so they will be relaxed or tense during impact.

The dummies record the force of the blows they receive in a crash by means of sensitive electronic attachments.

With each collision, electronic signals are transmitted from the crash bar to a nearby instrument van where receiving equipment records and tabulates these time and force messages.

Printer's error in midwest newspaper: ". . . he took his wife deer hunting armed with just a bow and arrow. She was just a novice, but she bagged a Buick at 50 feet."



Win This Original Painting
See page 41

NEW *time and tool savers . . .*

From HUOT

★ Low priced Economy Chest
★ Heavy Super-Duty series
★ New designs

MODEL 107 CHEST ONLY
$24.75*
**slightly higher East and far West*

Here are four new time-and-money-saving tool chests that will keep your valuable tools clean, safe and always on hand. They're designed by Huot, the nation's foremost maker of deluxe chests and cabinets.

These chests can really take it, too. Super-Duty models are made from 18 gauge and heavier steel! Drawers move easily on compound slides and Huot's built-in locking system keeps drawers secure. Huot chests and cabinets are finished in infra-red baked blue-grey enamel.

NEW HUOT ECONOMY CHEST

Model 107 retails for $24.75*—lowest priced, full size automotive chest on the market. All new features. Over-all dimensions: 26" x 12¼" x 12¼".

HUOT Model 108 SUPER-DUTY CHEST

Shown mounted atop a Model 275 cabinet is the big Model 108 chest with extra long and deep drawers for heavy, long tools. Over-all: 28" x 15" x 21" high. One 5 inch deep drawer, two 3 inches deep and three 2 inches deep, wt. 110 lbs.

Model 109 SUPER-DUTY CHEST

It has all heavy duty features of Model 108, but has four drawers, one 5 inches deep, one 3 inches deep and two drawers 2 inches deep. Over-all size: 28" x 15" x 15¾", wt. 85 lbs.

Model 275 SUPER-DUTY CABINET

Designed to support Model 108 or 109 chests, it lets you roll your tools to the job. Two big drawers for power tools, 23¼" x 16" x 6" deep, wt. 115 lbs. Double drawer supports. Locks completely with hide-away front. Flying saucer casters are standard equipment.

HUOT

See your jobber or send for bulletin
HUOT is pronounced "How-ot"

HUOT MANUFACTURING CO.
585 N. Wheeler Street • St. Paul 4, Minn.

KEN AIR-POWER
BEAD EXPANDER
FOR SEATING TUBELESS TIRES

SAFE • FAST • EASY TO USE

Slips easily over all standard auto tires. Fill with air hose — job's done *in less than a minute*. Completely safe — if air escapes, it collapses harmlessly.

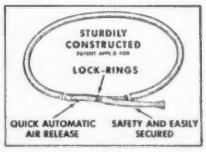
EASY AS A-B-C

A Slide over tire and pull tight—draw-strap is held tight by two simple rings.

B Apply air, and watch bead fit neatly against rim. Then inflate tire.

C Flick automatic release to remove from tire.

HOW IT WORKS
When air is applied, inner Neoprene tube expands, causing outer Nylon sleeve to contract 20%, forcing beads tight against rim.



QUALITY-BUILT FOR LONG SERVICE
Tough Nylon Cover withstands acids, grease, and solvents. Completely guaranteed against defects. Order by No. T-133.

See your Automotive Jobber

FOR LATEST CATALOG, WRITE
THE KEN-TOOL MFG. CO.
AKRON 5, OHIO

Hein-Werner HYDRAULIC JACKS

Hein-Werner Manufactures and sells more hydraulic jacks than any other company in the world today!

HEIN-WERNER CORPORATION
WAUKESHA, WISCONSIN

$1.00 Penetrant

REMOVES BROMIDE DEPOSITS FROM CARBURETOR JETS!!
FREES FROZEN BOLTS!!
and 1000 other uses!
It's concentrated!
It dissolves rust!
Has no unpleasant odor!

The Mechanic's Silent Partner! Money-back guarantee!

PETROLEUM SOLVENTS CORPORATION, N. Y. 17, N. Y.
In Canada: Montreal, Que.

Calendar of Coming Events

Dealers Conventions

Sept. 16—Nebraska New Car Dealers Association, Paxton Hotel, Omaha.

Sept. 16—24th Annual State Convention, Kansas Motor Car Dealers Assn., Broadview Hotel, Wichita, Kansas.

Sept. 16—Oregon Automobile Dealers Assn., Multnomah Hotel, Portland, Ore.

Sept. 18-19—South Dakota Automobile Dealers Assn., Sioux Falls, S.D.

Sept. 18-20 — 32nd Annual Convention, New York State Automobile Dealers, Inc., Saranac Inn, Saranac, N. Y.

Sept. 19—Minnesota Automobile Dealers Association, Radison Hotel, Minneapolis.

Sept. 19-20 — Illinois Automotive Trade Assn., Pere Marquette Hotel, Peoria, Ill.

Sept. 19-20 — Wisconsin Automotive Trades Assn., Schroeder Hotel, Milwaukee, Wisc.

Sept. 21-22—Federation of Automobile Dealers Association of Canada, Sheraton-Cadillac Hotel, Detroit, Mich.

Sept. 23-24—New Mexico Automotive Dealers Assn., LaFonda Hotel, Santa Fe, N. M.

Sept. 25-27—Texas Automotive Dealers Assn., Shamrock Hotel, Houston, Texas.

Sept. 25-27 — Tennessee Automotive Assn., Buena Vista Hotel, Biloxi, Miss.

Sept. 26-27 — Pennsylvania Automotive Assn., William Penn Hotel, Pittsburgh, Pa.

Sept. 26-27—Automotive Dlrs. Assn. of North Dakota, Fargo, North Dakota.

Sept. 28-30—37th Annual Convention, New Jersey Automotive Trade Assn., Hotel Chalfonte-Haddon Hall, Atlantic City, N. J.

Oct. 9-10—Georgia Automobile Dealers Assn., Bon Air Hotel, Augusta, Ga.

Oct. 9-10—New Hampshire Automobile Dealers, Mt. Washington Hotel, Bretton Woods, New Hampshire.

Oct. 9-11 — Mississippi Automobile Dealers Assn., Buena Vista Hotel, Biloxi, Miss.

Oct. 15-17 — Arkansas Automobile Dealers Assn., Majestic Hotel, Hot Springs, Ark.

Oct. 16-17 — Oklahoma Automobile Dealers Assn., Mayo Hotel, Tulsa, Oklahoma.

Oct. 16-18—National Used Car Dealers Association, Hotel William Penn, Pittsburgh, Pa.

Oct. 23-25—Florida Automobile Dealers Assn., San Souci Hotel, Miami Beach, Florida.

Nov. 1 — Connecticut Automotive Trades Assn., 34th Annual Convention, Hotel Statler, Hartford, Conn.

Nov. 6-8—Automotive Trade Assn. of Virginia, Roanoke Hotel, Roanoke, Virginia.

Nov. 13-14—Ohio Automobile Dealers Assn., Netherland Plaza, Cincinnati, Ohio.

Nov. 13-15—20th Annual Convention, Auto Dealers Assn. of Alabama, Tutwiler Hotel, Birmingham, Ala.

Dec. 2—Nebraska New Car Dealers

(*Continued on page* 188)

Classified Advertisements

FOR SALE—Wholesale and retail auto parts in fast growing unincorporated part of Los Angeles County. Established 29 years. At intersection of two busy boulevards, right in automobile row. Nationally known brands of auto parts. Complete machine shop. Approximately $50,000.00 Selling because of eye trouble. Write Box #31 in care of MOTOR AGE.

WANTED—Experienced auto parts factory rep. for franchise program with national organization. Top incentive. Write box #32, MOTOR AGE, 5601 Chestnut St., Philadelphia 39, Pa.

Manufacturer's Agent. Desires line for N. Y. State & W. Pa. Also interested in warehouse setup. I have space. Morris Automotive, 510 South Avenue, Rochester, N. Y.

for FRAME REPAIRS it's
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FRAME ALIGNING GAUGES
FRAME SPECIFICATION MANUALS

1946-1953 Complete FRAME MANUAL . . $29.00
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Send for Literature on TRU-WAY Frame Aligning Gauges

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Always Better
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REPAIR — NOT REPLACE

broken door locks on '48 to '50 Buick, Cadillac and Olds 98's easily, profitably with Car-Pak replacement hubs. Simply drive out spring rivet, replace old hub, flare over and re-rivet. Only lock hub replacement made. Write for details and catalog on replacement parts today.

CAR-PAK MFG. CO.
994 Winder Street Detroit 7, Michigan

For QUICK Current Tests!

HOYT INDUCTION-TYPE METERS

Generator Current Indicator SC-3
Starter Current Indicator 627
NO CONNECTIONS—NO LEADS

Easy to Use—Low in Cost

Hoyt has specialized in Automotive Test Meters for more than 50 years—provides low cost Battery Testers and Hand Meters of all types with popular features that make testing easier for you. Write for Catalog and prices or see your Jobber today!

BURTON-ROGERS CO.

Sole Selling Agents for Hoyt Electrical Instrument Works

42 Carleton St. **Cambridge 42, Mass.**

The PIONEER *Tool*

FOR INSTALLING VALVE SEAT RINGS

The Biggest Seller

THE FIRST . . . and still the MOST POPULAR, MOST PRACTICAL, SIMPLEST, MOST UNIVERSAL tool of its kind made.

EVERLASTING . . . the first tools made over 25 years ago are still in service.

K. O. LEE CO.

ABERDEEN, SOUTH DAKOTA

If it's made by **Lee** *it's a* **"Knock-Out"**

DRESS THOSE POINTS WITH RIMAC *Flex-Stone*

Made of the hardest abrasive materials pressed into a flexible core, Rimac Flexstone cuts Tungsten or Platinum Iridium easily — reaches hard-to-get-at corners readily.

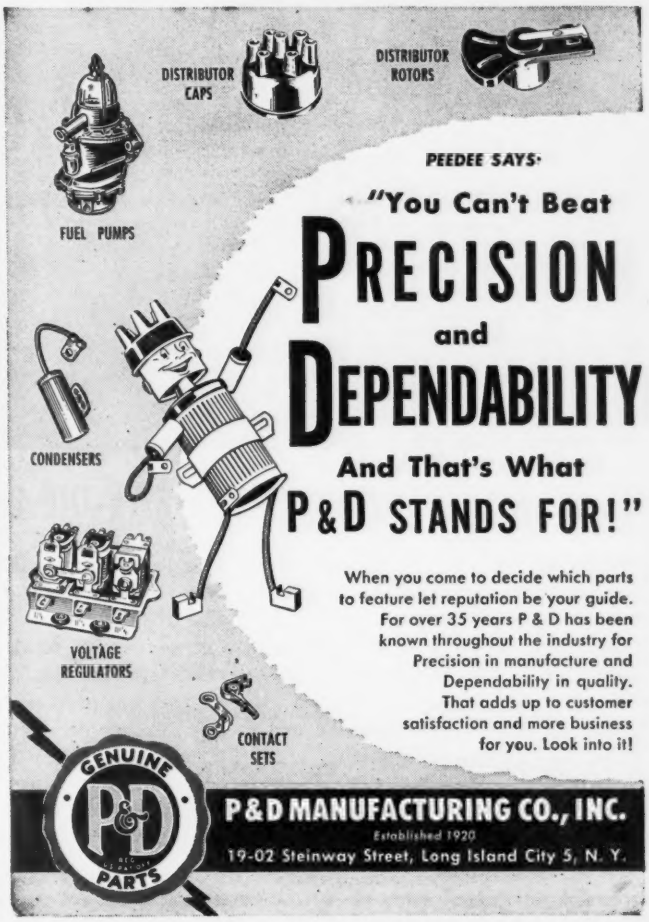
Flexstone is a non-conductor. You can dress a commutator, motor running—without short circuiting.

Standard Flexstone for contact points; Extra Thin and Fine for voltage regulators and softer points.

Ask your jobber or write for literature.

RINCK-McILWAINE INC.

16 HUDSON STREET, NEW YORK 13, N. Y.



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Assn., Paxton Hotel, Omaha, Neb.

Dec. 6—Utah Automobile Dealers Assoc. Convention, Newhouse Hotel, Salt Lake City, Utah.

Dec. 7—Utah Automobile Dealers Association Convention, Newhouse Hotel, Salt Lake City, Utah.

Dec. 9-10 — Montana Automobile Dealers Assn., Northern Hotel, Billings, Mont.

Jan. 28-Feb. 1, 1956 — 39th General National Automobile Dealers Assn., Washington, D. C.

Automobile Shows

Nov. 26-Dec. 3—Buffalo Auto Show, Masten Ave., Armory, Buffalo, N.Y.

Jan. 7-15, 1956—Chicago Auto Show, International Amphitheatre, Chicago, Ill.

Jan. 7-15—St. Louis Auto Show, Kiel Auditorium, St. Louis, Mo.

Jan. 7-15—27th Annual Automobile Show, National Armory, Washington, D. C.

Jan. 7-15—Houston Auto Show, Houston Coliseum, Houston, Texas.

Jan. 21-28 — Pittsburgh Automobile Show, Hunt National Guard Armory, Pittsburgh.

Jan. 21-29 — Cleveland Auto Show, Cleveland, Ohio.

Jan. 28-Feb. 4—Rochester Auto Show, Rochester War Memorial Auditorium & Exhibit Hall, Rochester, N.Y.

Feb. 3-12—Omaha Auto Show, New Municipal Auditorium, Omaha, Neb.

Feb. 14-19—Lansing Auto Show, Civic Center, Lansing, Mich.

General

Sept. 22-24 — Automotive Parts Rebuilders Association Convention, Fort Shelby Hotel, Detroit, Mich.

Oct. 28—Automobile Old Timers, 16th Anniversary Dinner, Waldorf-Astoria Hotel, New York City.

Feb. 6-9 — Automotive Accessories Manufacturers of America Exposition, Navy Pier, Chicago.

Feb. 21-22—MEMA, NSPA and MEWA National Conventions, San Francisco, Calif.

THE PUMP WITH THE NEVER-SAY-DIE DIAPHRAGM

Nobody has to tell you that it's the diaphragm that makes or breaks a fuel pump. You've seen too many apparently perfect pumps fold up after only a few thousand miles because the diaphragm "went".

Here's HYGRADE'S solution—the one-piece, non-corrosive *Monoflex* diaphragm that *lasts for the life of the pump.* In addition, the diaphragm is so tightly sandwiched between the smooth casting surfaces that not even the *smell* of gas can escape. The rocker arm is heat treated for extra strength, minimized wear. The valve springs are phosphor bronze, oil treated, permanently elastic.

For further details about this great HYGRADE *Monoflex* fuel pump write our engineering department. HYGRADE, 37-18 Northern Boulevard, Long Island City 1, New York.

CARBURETOR KITS • FUEL PUMPS AND KITS • SPEEDOMETER CABLES AND CASINGS

HYGRADE AUTOMOTIVE PRODUCTS

Mexico Suspends Pan-American Race

The Mexican government has suspended the Pan-American automobile road race originally set for December 2-5. The August bulletin said all racing cars would be barred from federal highways until regulations give sufficient assurance of safety for the spectators.

In the past five year period, the Pan-American race has had a total of 87 spectators killed.

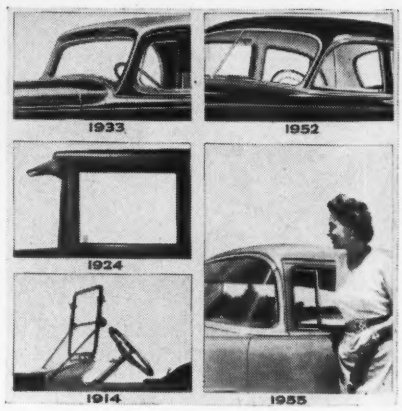

PHOTO OF FIVE Chevrolet models above illustrates some of the changes in the past 41 years in windshields and their support-pillars. The early 1914 model shows an upright metal frame supporting a scant 684 square inches of glass. By 1924, the addition of a roof required a thicker support. In 1933, stylists slanted the pillar and in 1952 they reduced the size. The 1955 model shows more than 7 sq. ft. of glass area.

RIMAC SPRING TESTERS *Come Highly Recommended*

Manufacturers of automobiles, trucks and farm machinery have made Rimac Valve and Clutch Spring Testers standard plant equipment—recommend them for service and overhaul operations.

Etched metal scale at sides indicates exact length of spring; adjustable stop allows quick testing of an entire lot. Suitable for springs up to 2 inches diameter, 4½ inches length—capacity 0-250 lbs.

Ask your jobber or write for literature.

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ANSWERS YOUR SALES NEEDS

By Answering Your Customer's PERFORMANCE NEEDS!

QUALITY — TESTED AND ACCEPTED

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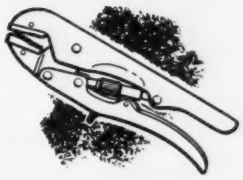
Mr. NUTS 'N BOLTS says . . .

Get a firmer grip on your work with GRIPSO Special feature TOOLS

Multi-Duty PLIERS

Amazing new 3-piece design multiplies hand power 10 times. 4 position parallel jaws give non-slip grip on nuts, bolts, anything—in hard to reach places.

Trigger-Matic VISE PLIERS



Sheer mechanical magic! Locks on with 1 ton grip, releases instantly, gently with touch of the finger. Five tools in one. Designed to do more work easier and faster for the home craftsman.

Gripso-Matic PIPE WRENCH

A flick of the wrist, a tap of the hand—pipe turns instantly, perfectly. Streamlined—lightweight, works twice as fast as other pipe wrenches. A brute for strength.

All tools guaranteed

See your dealer or write H. R. BASFORD CO.
***Dept. M-9* 235-15th St., San Francisco, Calif.**

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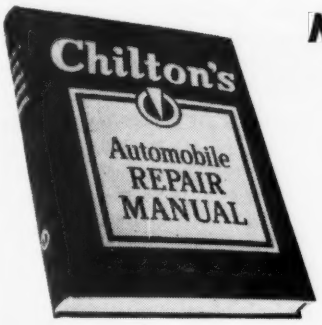
THE LEADING AUTOMOTIVE MANUALS



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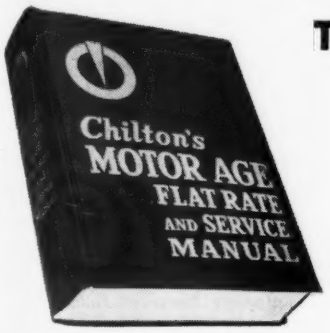
Up-to-the-minute service procedures and technical data.
New pictures of the latest units.
Completely revised. Liberally illustrated.



The GIANT MOTOR AGE

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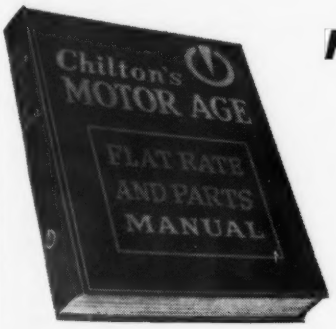
The new 1956 Flat Rates, Specifications, Parts Prices.
The new 1956 Service Procedures and Technical Data.
Completely revised. Pictures galore.



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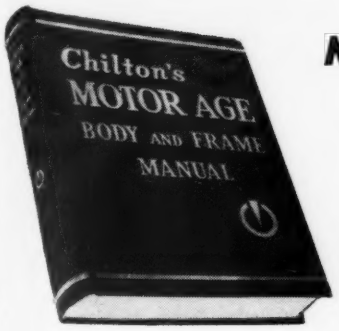
Famous exploded view parts pictures completely revised. Thousands of them.



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BODY and FRAME MANUAL

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The big annual book and the supplementary parts price revision books.
The original book of its kind.

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CHILTON COMPANY, CHESTNUT AT 56TH ST., PHILADELPHIA 39, PA.

The Last Laugh

A red-faced gentleman came into the tavern, looking as though the next breath would be his last, "Gimme a shot quick," he said hoarsely.

Trying desperately, shaking from fingers to shoulders, he clutched the drink with both hands and spilled half of it as he put it to his eager lips.

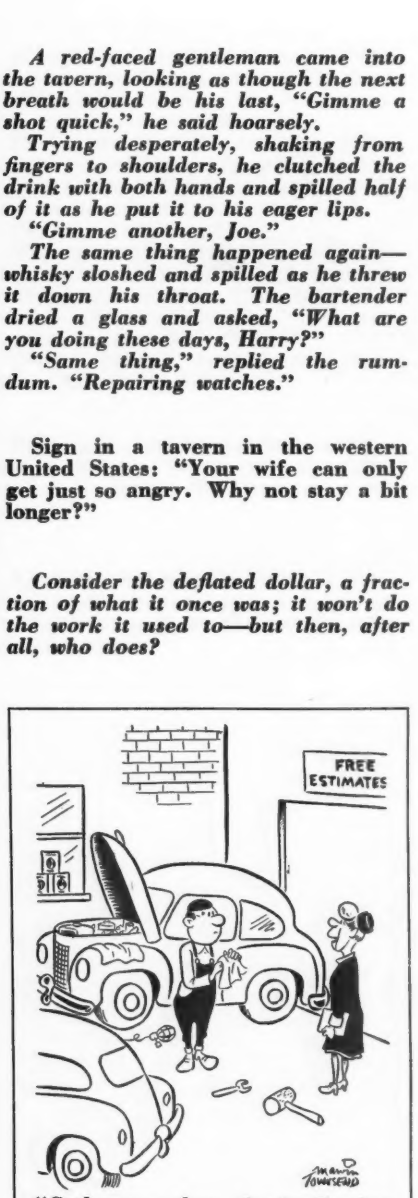
"Gimme another, Joe."

The same thing happened again—whisky sloshed and spilled as he threw it down his throat. The bartender dried a glass and asked, "What are you doing these days, Harry?"

"Same thing," replied the rum-dum. "Repairing watches."

Sign in a tavern in the western United States: "Your wife can only get just so angry. Why not stay a bit longer?"

Consider the deflated dollar, a fraction of what it once was; it won't do the work it used to—but then, after all, who does?



"Carburetor shot, clutch slipping—just what does that mean in plain, everyday money?"

"Would you mind removing your-a-never mind."

The maid was ill and her mistress sent for the doctor who arrived and asked the lady of the house to leave the room while he made his examination.

When he was alone the maid whispered "Doctor, I'm not really ill, Madam owes me six weeks' salary and I'm not getting out of bed until she pays me."

The doctor put his case aside and said. "Well, she owes me for the last ten visits I've made here. Move over."

Bobbie, aged 12, was troubled about the girl problem and talked it over with his pal, Jackie.

"I've walked to school with her four times," he said, "and carried her books. I bought her two chocolate sodas. Now do you think I ought to kiss her?"

"Naw, you don't have to," decided Jackie, after a moment of deep thought, "you've done enough for the girl already."

Bus driver: "Lady you can't get on this bus with that big dog!"

Lady: "Is that so! Well, you know what you can do with your old bus, don't you?"

Driver: "Yep, and if you'll do the same with your dog you can ride on the bus."

Many very serious diseases are caused by biting insects, so stop biting them.

A very ambitious labor leader never had an opportunity to get married and now in his dotage he went to a matrimonial agency. "Is this a union shop?" he inquired.

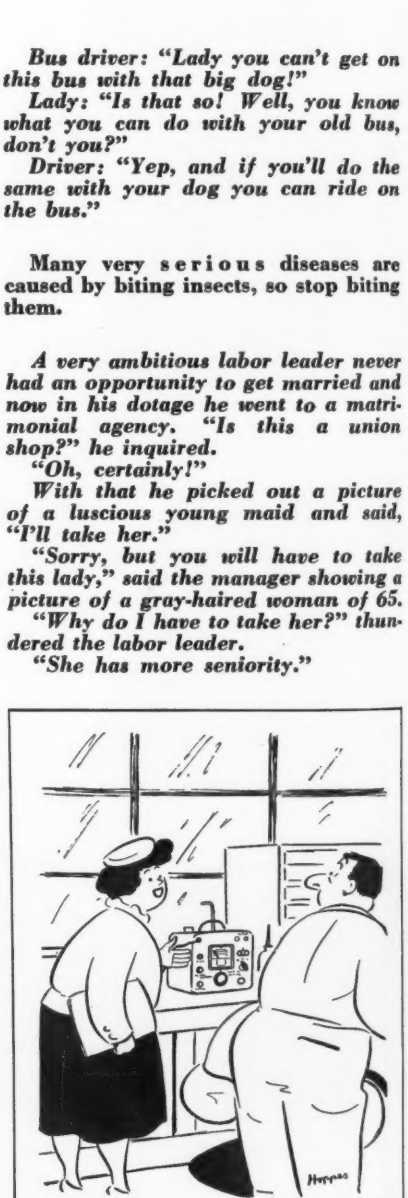
"Oh, certainly!"

With that he picked out a picture of a luscious young maid and said, "I'll take her."

"Sorry, but you will have to take this lady," said the manager showing a picture of a gray-haired woman of 65.

"Why do I have to take her?" thundered the labor leader.

"She has more seniority."



"Mind if I play your radio while I'm waiting?"

Engineering Leadership in EVERY BOX!

it's your EXTRA PROFIT DIVIDEND that brings to you ADVANCED FEATURES like these:*

In the new Duomatic C-9 piston ring
for the new family of high performance engines

***Immediate Oil Control**
- Circumferential expansion principle
- Control of oil by new dish-spread action
- Complete side-of-groove seating

***Quick Seating**
- Correct low initial seating pressure
- Contact equality - even pressure distribution

***Long Life**
- Chromium plated steel segments
- Constant wear take-up
- Conformability to cylinder walls

***Easy Installation**
- Combination one-piece spacer and expander

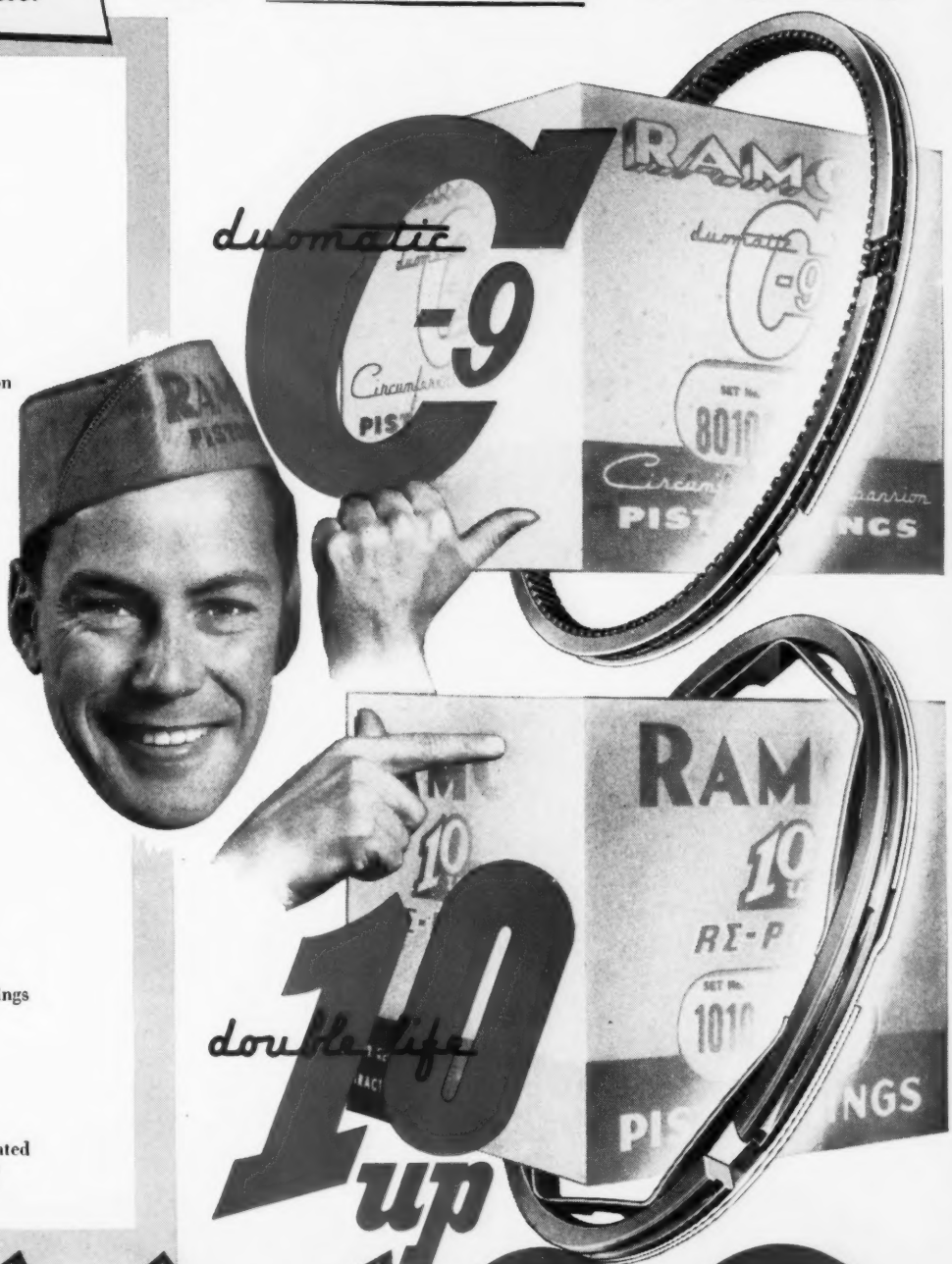
In the time proven 10-Up piston rings,
the favorite ring of leading mechanics everywhere

***Immediate Oil Control**
- Double-Life Principle
- Multiple Contacts of both cast-iron and chrome rings
- Alternating Pressure Action

***Quick Seating**
- Major reliance on gentle, quick seating cast-iron rings during seat-in period
- No Inner-Ring Contact on the Chrome Rings during seat-in period

***Long Life**
- Ramco's Super-Fine Chrome Finish prolongs ring life

***Easy Installation**
- Inner-ring and outer-ring design co-ordinated for quick installation, Ramco's No Gap Spiro-Seal easily winds into the groove



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PISTON RINGS

10 up for today's Re-Ring Jobs **RTC** for Fleet and Engine Rebuild Jobs **C-9** for the New Type Engine Ring Jobs

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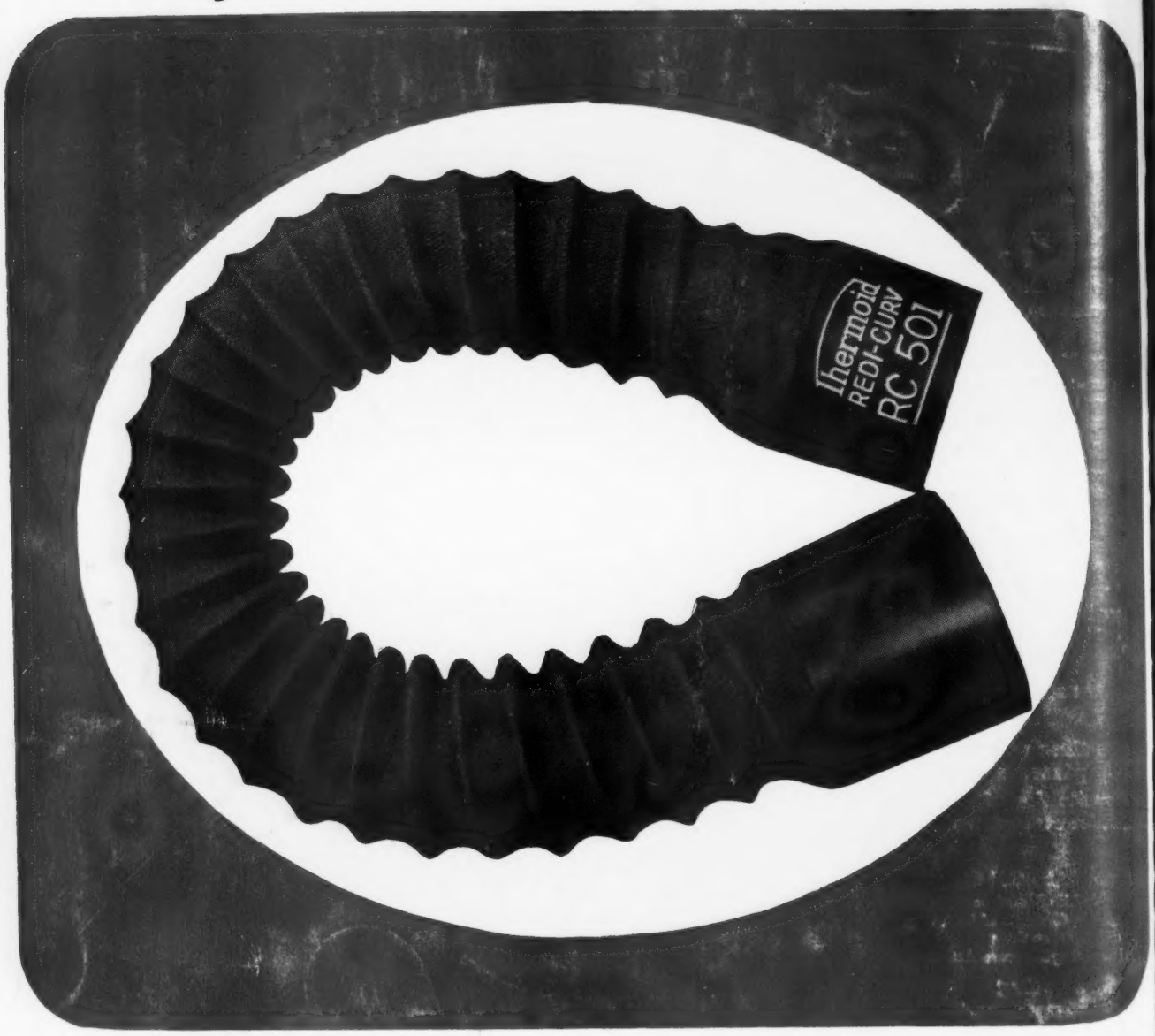
make your next connection with REDI-CURV!



Thermoid Redi-Curv Radiator Hose makes hard-to-fit connections much simpler and quicker. Amazing flexibility and smooth, tapered ends make Redi-Curv a snap to install in any car . . . saves time and skinned knuckles. There's no cutting, no waste. 20 stock sizes fit popular passenger cars.

Redi-Curv absorbs motor vibration . . . won't pull, strain or break connections. Coiled wire reinforcement gives it added strength . . . prevents collapse. Neoprene tube withstands all radiator chemicals. Tough cover resists aging and cracking. Get Redi-Curv from your Thermoid jobber now!

Thermoid Straight and Curved Radiator Hose

Thermoid

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Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment.